

**Taken from**

# **How to make money online: Do It Yourself E-Commerce**



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The author and publisher strongly suggest an ongoing commitment to improving security for your business and your customers, beyond the scope of this book. This might involve further reading or hiring a professional especially when hosting your own web site or business at home. The author and publisher cannot take any responsibility for the security of your web business and its customers.

NEVER store your customers financial details.

NEVER share your customers details with anybody.

ALWAYS use strong passwords and keep them safe.

ALWAYS keep a reliable backup of your business.

ESPECIALLY when hosting for yourself.



For Valerie...

## **How to make money online.**

### **Why I wrote this book**

This guide was inspired by the worsening treatment and wages of employees all around the globe. I am a regular guy. I was working in a supermarket and I'd simply had enough of being pushed around by a boss who cared very little and paid even less. In 2007 I decided enough was enough. I started an ecommerce business. I don't need a job any more.

I am not an IT expert! I was not what you might consider 'a business man'. If you are looking for in depth business theory or professional analysis of web technologies; this guide is NOT for you. If you want a step by step, click by click, guide on how to set up and run an online business, that actually makes money and provides genuine goods and services, then How to make money online IS for you.

Now is the perfect time to start your own e-commerce business. With the big names struggling with financial turbulence and bloated infrastructure, the home/small office business is perfectly placed to take a huge chunk of the market away from the 'big boys'.

This guide is designed for ANYBODY who aspires to running their own internet business. It is not a get rich quick scheme and genuine hard work and business discipline is required to make this work for you.

It is especially useful for people with little or no e-commerce experience as it takes a step by step approach.

All you need to succeed with this guide is a little experience with a web browser and Windows and a truck load of desire to be the boss!

### **Achieve your business dreams!**

## Running a Web Server from Home



### Including

- Self host or pro hosting?
- DynDNS or Localhost?
- Setting up DynDNS
- Setting up the Apache Web Server
- Installing PHP scripting language
- Setting up and running a MySQL database
- Adapting the rest of the guide
- Going live after home development

*"Keep steadily before you the fact that all true success depends at last upon yourself."*

**Theodore T. Hunger**

### **Self or pro hosting?**

If your confused about the terminology being used and what option is best, then I will try an clear it up here. I will also go a bit more in depth about the pros and cons of each option.

#### **Self hosting**

This means your web site will be located on your very own PC. The up side of this is it costs you absolutely nothing. This is useful if you just want to experiment with your idea. The down side is that there are a few minor technical challenges, a reduced number of options in the future and most significantly the quality and availability your customers will experience, will be reduced.

The minor technical challenges are dealt with in this chapter. These challenges are a one off. That is once you have overcome them you can forget about them. The most significant options that you will not have are that you are restricted to a choice of just one payment processor and a reduced range of domain names that you can use.

The process of setting up off-line development and self hosting are different, but have so many steps which are identical, makes it sensible to describe them



together, while pointing out the few differences along the way.

### **Off-Line Development**

This means using a similar, but different system to the self hosting option to develop your store away from the internet. Then when you are happy with your store moving it to the professional hosting, as described below. The plus side of this is you can take as long as you like before paying any hosting fees.

The down side of this is the extra technical challenge, as with self hosting, to get started and an extra technical challenge when it comes to transferring your site to the professional hosting company. However, all the technical challenges are described in detail, in this chapter alongside the self hosting option.

As previously mentioned, the process of setting up off-line development and self hosting are different, but have so many steps which are identical, makes it sensible to describe them together, while pointing out the few differences along the way.

### **Professional Hosting**

This is where you pay a specialist company to use their facilities. Developing on line with a professional host gives you the quickest, simplest path to opening your shop. More important than this, it gives your customers, the fastest most professional shopping experience, probably translating to more sales.

If you want to self host or develop off-line then read on. If you want to develop and host on-line with a pro host, then skip to the chapter, “Getting On Line”.

## DynDNS or localhost?

As mentioned previously this part of the guide serves 2 main purposes.

- 1) If you want to have a professionally hosted web site but wish to develop it Off-line first.
- 2) If you want to self host to save the fees associated with a professional web host.

If you are reading this section because you want to develop off-line and then migrate to a professional host, then you can skip ahead to the “Installing Apache Web Server” section. Just read the next paragraph first.

The reason you can skip ahead is that every Windows computer has a kind of built in domain name. That is, a name that refers to it's networking services, like the web server we will install soon. This means that you can set up and run web sites and stores without a 'proper' domain name. When you have finished development you can then migrate your project to a professional web host and set it up with a 'proper' internet domain name. The name of your built in domain name is 'localhost' and it is only usable from the PC on which you are working. This is just what we want. If you are reading this section and you intend to develop your site off-line and then migrate to professional hosting. Skip to 'Installing Apache Web Server', now.

If you are planning to self host and have your store on your own PC, but accessible to the internet, to save money then please read on. What we need is some way of telling the whole of the internet that a certain domain name, [www.whatever.xxx](http://www.whatever.xxx), is YOUR computer. And that if anybody, anywhere in the world types your domain name they will get your web site, on your PC. There is a free service that achieves just this. It is called DynDNS. Here is how to get going and set up with DynDNS.

## Registering and Configuring DynDNS

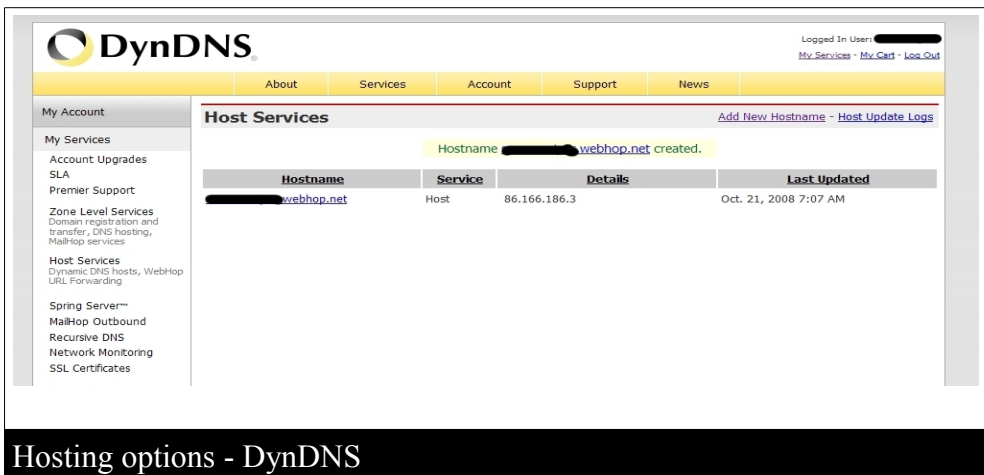
Go to [www.dyndns.com](http://www.dyndns.com). Under the Services column, click on **Free Dynamic DNS**. Have a read of the information on the page but don't worry if it doesn't all make sense. We will do things one stage at a time and explain

everything as we go. Click on the **Get Started** button on the right. Click the **Create One Now** link to make an account. Fill out the simple form and click the **Create Account** button. As stated you will need to check your email and activate your account. When you have done this, read on.

Visit [dyndns.com](http://dyndns.com) again. At the top of the web page you can enter your user name and password to log in. Do so now. Click on the **My Services** link on the left hand side of the page. Then under Host Services click on **Add Hostname**. Enter your preferred name of your store. FluffyTeddies etc. Now in the drop down box to the right you can choose the second part of your domain name, the bit after the dot. You can choose any that you want but probably a good one because it doesn't infer anything about the content of your site, it's short and easy to remember is **.webhop.net**.

By Service Type check **wildcard** and be sure to check, **Host With IP Address**. And in the section of the page where it says IP Address click the link below the empty box to automatically add the unique address that identifies your internet connection to the whole world. Don't worry about any other details for now, just click **Create Host**. If you get a warning message about the domain being taken, you will have to choose another name. If you are a bit stuck for names read the section titled, "Choosing A Domain Name".

You should see this screen confirming the successful creation of a domain name that 'points' to your internet connection.



The screenshot shows the DynDNS website interface. At the top, the DynDNS logo is on the left, and a 'Logged In User' status is on the right. Below the logo is a navigation menu with links: About, Services, Account, Support, and News. On the left side, there is a 'My Account' sidebar with a list of services including Account Upgrades, SLA, Premier Support, Zone Level Services, Host Services, Spring Server™, MailHop Outbound, Recursive DNS, Network Monitoring, and SSL Certificates. The main content area is titled 'Host Services' and features a message: 'Hostname [redacted] webhop.net created.' Below this message is a table with the following data:

Hostname	Service	Details	Last Updated
[redacted].webhop.net	Host	86.166.186.3	Oct. 21, 2008 7:07 AM

At the bottom of the screenshot, there is a black banner with the text 'Hosting options - DynDNS'.

Now the first small challenge presents itself. The IP address of your internet connection, in most cases, will change on a regular basis. Sometimes several times a day.

The IP address is the crucial piece of information that is required in order for your web site to be visible and easily found on the Internet. Now your customers will probably never know it or see it, but it is an essential albeit hidden part of the equation.

Now you could keep returning to the DynDNS web site and updating the IP address manually but obviously this is not ideal. Fortunately there is a FREE program that can run on your computer and do this automatically for you.

Click on the **Support** tab. On the right hand side is a big download tab for 'DynDNS Updater'. Download this now and run the program. Accept all the default settings until you get to the part about **install as service**. Check the box. We do want to install as a service because we want your IP address to be up to date even when you are not logged on to windows. Click **Next** followed by **Install** and **Finnish**.

You now have a pop up box asking for your DynDNS username and password. Enter them in the appropriate boxes and click **Okay**. The final step is to check the box next to your new domain name and click **apply**. Your IP address will now be kept current. So when anyone at any time types your domain name, they will be pointed towards your internet connection. You can click **OK** on the DynDNS updater. It will continue to run invisibly and will automatically switch on when you start your computer.

All we have to do now is give your visitors something to see. For this we need your PC to act as a web server. It will then act just like any other web server on the internet and allow people typing your domain to see your web site, when you have created it.

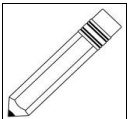
## Installing the Apache web server

Lets get straight on with it. Download the Apache web server from [www.businessdreams.net](http://www.businessdreams.net) by selecting **Resources** and then clicking **Required software**. Find Apache and click **download Apache**. This download is the Apache web server installer program. **Double click** it when the download has finished and I will talk you through it step by step. You should see this next screen shot.



Hosting options – Installing the Apache web server

Click **Next**. Accept the license agreement and click **Next** and again click **Next**. Here is a table of what to enter next screen.



*Please note there are 2 tables. The first is for those of you who are off line developing and the second is for the self hosting set up.*

Table of values for <b>off line testing</b> Apache set up	
Parameter	Value
Network Domain	localhost
Server Name	localhost
Administrators Email	admin@localhost

Table of values for <b>self hosting</b> Apache set up.	
Parameter	Value
Network Domain	<b>yourdomain.webhop.net</b> (If you did not choose the .webhop.net domain name then enter the domain name you chose.)
Server Name	<b>www.yourdomain.webhop.net</b> (If you did not choose the .webhop.net domain name then enter the domain name you chose.)
Administrators Email	<b>admin@yourdomain.webhop.net</b> (If you did not choose the .webhop.net domain name then enter the domain name you chose.)

Leave the option to run Apache as a service, for all users checked. Click **Next**. Choose the Typical install and press **Next**. Accept the default install location and click **Next** again. Getting there! Press **Install** wait for it to finish then press **Finish**. Now, amazingly, that is it. There are a few things to configure as we continue, but I bet you want to try out your web server.

To check your web server is working, open a web browser and type **localhost**. You should see an encouraging message. If you are developing at home this is all you need to do and you can skip to the next stage, 'server configurations'. If you are self hosting, you need to check your domain name works. Here is a few more steps for you.

## Additional Self Hosting Configuration

Try visiting your new web server via the domain name. Type in [whatever.webhop.net](http://whatever.webhop.net). Obviously you need to type your domain name instead of [whatever.webhop.net](http://whatever.webhop.net). If it doesn't work, but the previous 'localhost' test did, then it is almost certainly your firewall at fault.

You need to tell your firewall software to allow Apache to work unhindered. Each firewall program varies. Here is how to do it with Windows firewall. It should give you a good idea of how to configure any other firewall software you might have. Open the **Windows Control Panel** and select **Security Centre**. Click on **Windows Firewall** and select the **Exceptions** tab. Click **Add Port**. Where it says **name** enter, 'Apache', where it says **port number** enter the number '80'. **Accept** the settings.

Try your domain name again. Hopefully it will work. If it doesn't don't cry yet. It most probably is the fault of the firewall settings on your Internet Service Providers router. That is the box connected to your phone line, that your PC connects to the internet through. Each router is configured differently, but with similarities. Here is how to configure a BT Home hub. It should give a good insight into how other makes/models are configured.

Log in to your home hub using a web browser. Type the address [bthomehub.home](http://bthomehub.home) in your web browser. This will take you to the login page of your hub. The default username and password is 'admin'. Login and click on **Basic Services** and then **Application Sharing**. In the first drop-down-box choose **HTTP Server (World Wide Web)** in the second choose the name of the computer that will be running your web server, the one your working on now probably. Now press the **Add** button.

## Server Configurations

Now we need to make a couple of small modifications to the Apache configuration file to prepare it for our first store. First we need to open the configuration file for editing in Notepad++. You can get Notepad++ for free. Just visit [www.businessdreams.net](http://www.businessdreams.net) and select **Resources** from the top menu. This is the resources home page. Click on **Required Software** and you will see Notepad++ in the list of files to download. When downloaded run the file to install it. Once installed run Notepad++ by **double clicking** its icon or from your **Start > All Programs** menu. A slightly more detailed look

at Notepad++ can be found in the 'Getting online' chapter, should you want to read it before continuing.

When your ready select **File > Open** in the top menu bar of Notepad++ and browse to the httpd.conf file located in :-

C:\Program Files\Apache SoftwareFoundation\Apache2.2\conf

Find this around about line 239 approximately.

```
DirectoryIndex index.html
```

Add a space and 'index.php' on to the end so it looks like this:-

```
DirectoryIndex index.html index.php
```

What this does is, it tells Apache that we want the default file for the folder to be index.php. This is just what we need to run your store a bit later.

## Installing PHP

Now you could create a regular web site and host it on your new Apache server as it is. But dynamic sites which react to interaction and store details to use at a later time or day require some extra facilities on your web server before they can work. A database is required to use and store things like customer details, prices, descriptions etc. We will set up the MySQL database soon. Next we will deal with how your web server can handle the dynamic nature of a web store.

PHP is a scripting language. It allows web programmers to create dynamic web sites, like shopping carts and others. All the web store software used in this guide uses PHP. So we have to install PHP support.



The way this works is as follows. A customer accesses a page on your web site with the file extension .php. Apache takes this as a cue to use the PHP software to translate the web page and dynamically create what appears in your customers web browser. It is because of this dynamic nature that your store can have all the necessary features like log in screens, shopping carts and all the other things you expect from a modern web store.

You can get PHP for free. Just visit [www.businessdreams.net](http://www.businessdreams.net) and select **Resources** from the top menu. This is the resources home page. Click on **Required Software** and you will see PHP in the list of files to download. **Double click** on the completed download to start the PHP installer.

Accept the license agreement and press **Next**. Click **Next** again to accept the default installation directory. On the next screen check the circle next to 'Apache 2.2x module' and click **Next**. Now you need to tell the PHP installer where Apache is on your PC. Go to C:\Program Files\Apache Software Foundation\Apache2.2\conf.


On the 'Choose Items To Install' page you need to select the following options from the drop down list of extensions. Select them by clicking on them each in turn and selecting, 'Will be installed on local hard drive'.

## **MySQL, GD2, CURL, Open SSL**

Click **Next** to install the chosen options. Then press **Install**.

You can test your PHP configuration by copying the file, test.php from [www.businessdreams.net](http://www.businessdreams.net) to the folder that Apache uses for it's default web site location.

To obtain test.php simply select **Resources** and then click on **Files**. Download the file and unzip it. Next Copy it to, C:\Program Files\Apache Software Foundation\Apache2.2\htdocs and type localhost/test.php in your web browser.

PHP Version 5.2.6

System	Windows NT ELITE 5.1 build 2600
Build Date	May 2 2008 18:01:20
Configure Command	cscript /nologo configure.js "--enable-snapshot-build" "--with-gd=shared" "--with-extra- includes=C:\Program Files (x86)\Microsoft SDK\Include;C:\PROGRA~2\MICROS~2\VC98 \ATL\INCLUDE;C:\PROGRA~2\MICROS~2\VC98\INCLUDE;C:\PROGRA~2\MICROS~2 \VC98\MFC\INCLUDE" "--with-extra-libs=C:\Program Files (x86)\Microsoft SDK\Lib;C:\PROGRA~2\MICROS~2\VC98\Lib;C:\PROGRA~2\MICROS~2\VC98\MFC\Lib"
Server API	Apache 2.0 Handler
Virtual Directory Support	enabled
Configuration File (php.ini) Path	C:\WINDOWS
Loaded Configuration File	C:\Program Files\PHP\php.ini
PHP API	20041225
PHP Extension	20060613

Hosting options – Test.php

What you should see is a long web page containing all the configuration details. It is not important at this stage to understand them. The fact that you can see them is an indication that all is well.

## Installing and configuring MYSQL database system

As with Apache you need to tell your firewall software to allow MySQL to work unhindered. Each firewall program varies. Here is how to do it with Windows firewall. It should give you a good idea of how to configure any of the other firewall software. Open the Windows **Control Panel** and select **Security Centre**. Click on Windows Firewall and select the **Exceptions** tab. Click **Add Port**. Where it says 'name' enter, **MySQL**, where it says 'port number' enter the number 3306. Accept the settings.

First download MySQL from [www.businessdreams.net](http://www.businessdreams.net). You can do this in the usual way. Select **Resources**, then click on **Required software**. Find MySQL and download it. When the download is finished continue

reading.

Double click on Setup.exe. Click **Next** when prompted. Then click **Next** to confirm you want a Typical install. Then click **Install**, accepting the default installation options. Read the MySQL advert if you wish and then press **Next**. And again. Make sure the 'Configure my MySQL server now' is checked and press **Finish**. You guessed it, click **Next**. Now check the 'Standard configuration' option and press **Next**. Leave the default options and press **Next**.

Here you need to choose a password. Make the password as complicated as possible without being hard to remember. Enter your password, then again to confirm it. Do NOT allow root access from remote machines and do NOT create an anonymous user. Press **Next**. Now press **Execute** and relax. Press **Finish**.

### Administering MySQL

Now we need to create a database with our new database management system (DBMS) ready for our first shop a bit later and to check it is working. We are going to use a friendly, graphical interface to avoid having to type strange, alien sounding commands into a black screen.

Go to [www.businessdreams.net](http://www.businessdreams.net) and select **Resources** then click **Required software** and download MySQL tools.

Double click on mysql-gui-tools-5.0-r13-win32.msi that you just downloaded. As suggested click **Next** to start. Accept the license agreement and click **Next**, accept the default installation location and click **Next**. Choose the 'Complete' install and press **Next**. Now press the Install button. Click **Next** to get rid of the MySQL advert, **Next** again to get rid of the next advert and finally press **Finish**.

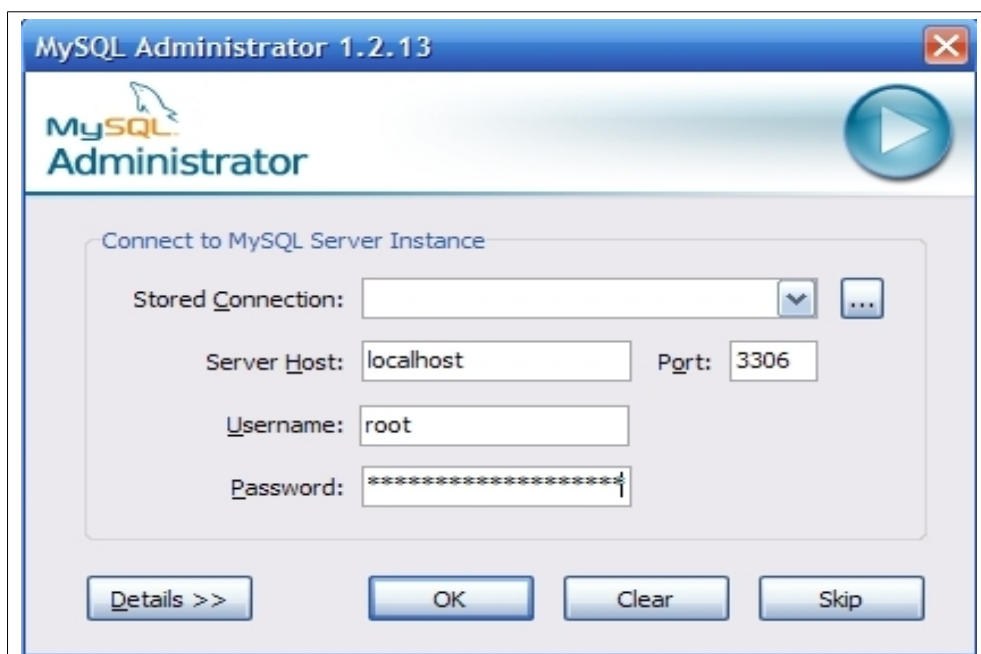
Let's create a database, ready for when we install your shop a bit later. Click the Windows **Start** button and choose **All Programs > MySQL > MySQL Administrator**.

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## How to make money online - Do it yourself e-commerce

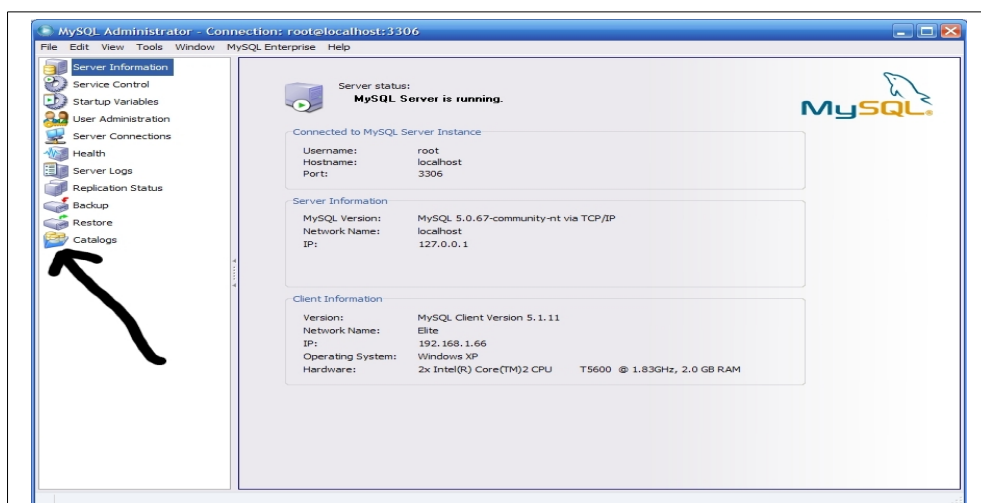
---

Where it says server, type **localhost**. Enter your password that you chose when configuring MySQL previously and click **OK**.



Hosting options – MySQL Administrator login

You should now see the window pictured next.



Hosting options – Creating a new database (schema)

Single click the **Catalogs** icon, as indicated in the picture. Another pane will open up below. In this new pane right click in a space. Select **Create New Schema** and name your new database, 'Store'. That was easy!

## Adapting The Rest of The Guide

This section is here because there will be times throughout the rest of the guide which will need to be adapted, by you, to fit your self hosting/home development situation. Here is a guide to where you will need to interpret other parts of the book.

### Username, passwords and servers

The guide often refers to username and passwords and how to get them in the 1&1 control panel. Clearly if you are not using 1&1 to host your store, yet or ever, then you will need to know which passwords etc. to use and when.

If the guide refers to database username and password you need to use the username and password created when you installed MySQL. If the guide refers to database server address or domain name, then if you are self hosting or just developing at home you will use, localhost. Your database username will be 'root'.

If the guide refers to the web server address or domain name then it will be different depending upon whether you are self hosting or developing at home. If you are self hosting then you use the domain name that you set up with DynDNS. If you are developing at home then you use 'localhost' again.

If you find the fact that you use localhost for the database server, even when you are self hosting a bit confusing then here is a quick explanation. When you provide the database details it is for the use of the stores software internally. As the store software is running on the same machine as the database then localhost is the best way to refer to it. In addition you might remember that when we configured MySQL we secured your database to be only accessible to the computer it is running on. Therefore this arrangement is not only essential but helps make your database more secure from hackers.

### FTP & Apache htdocs

On numerous occasions the book refers to FTP and transferring files to your 1&1 web space. Of course you don't have a 1&1 web space. So what should you do? Actually this is one of the situations where self hosting/home development is actually easier.

Whenever the guide refers to uploading, FTP, transferring to 1&1 or any other instruction that implies adding to or modifying files and folders then you need to do the same thing but in the folder on your PC that Apache treats as your web space. This folder is :- C:\Program Files\Apache Software Foundation\Apache2.2\htdocs. This situation makes it very simple to back up your work because you can simply copy the folder to a disc.

### How to get second site using DynDNS

When you start a second web site you need to separate it in some way from the other site. The reason for this, especially with web stores is that file and folder names will often be the same and if you simply set up your second store/site in the htdocs folder then, almost certainly the second site will overwrite part of the first.

The solution for home development is to simply create a sub-folder within htdocs called Shop2 or whatever you think is appropriate. You then simply visit your second site by typing localhost/Shop2 in your web browser.

The solution for the self hosting situation is almost as simple. You will, as before create a sub-folder, Shop2 or whatever. Then when you come register the new domain name with DynDNS, you choose your domain name as normal but instead of selecting 'Host with IP address', you should select 'Web hop Redirect'. Then in the 'Web hop settings' box you would enter

yourfirstdomainname.webhop.net/Shop2.

Replace 'yourfirstdomain' name with the name of the first domain you registered with DynDNS. What this achieves is that when somebody types your new domain name into their web browser they will get your new site and appear to them to be on a totally different site to your first.

## Setting up email addresses

It is possible to set up your very own email handling system on your PC and have DynDNS do the routing for you. However the complexity, I believe outweighs the benefits. When prompted for email addresses during store installs, just use a regular email address. If it gets to the point where you so busy you need multiple email addresses then it is probably time to get professional hosting.

## SSL & PayPal

SSL is a system of encrypting information for safe transfer over the internet. It is possible to set up an SSL system on your home PC. As with the email server however, I believe the complexity doesn't warrant it. Instead it is much simpler, and just as safe to use a payment handler who doesn't require you to have SSL and uses their own SSL system to protect your customers sensitive information. That is why for the self hosting situation I suggest you only use PayPal as a payment handler and for the home developer situation, when you get to the part when you set up a payment handler, that is the time to put your store live on line, prior to checkout set up.

## Backups

Please use this section as a replacement to the main section on backing up your store. If your hacked or accidentally wipe some crucial data then you will be pleased you made a backup. There will always be the possibility that someone will manage to spoil your work. But no matter how smart they might be they cannot wipe a CD-ROM in your cupboard!

There are 2 parts to backing up your work. First there is the files and folders and second there is the database data. The folder backup is simplicity itself. But first we will look at storing a backup file of the contents of your database.

Start up MySQL Administrator. Enter your password and press **Enter**. Click on **Backup**, on the left and then **New Project**, bottom right. Enter a name for your Backup. I usually use the date. Next select the database that your store is on by clicking its name in the list below. Those other databases are just test databases, set up by the MySQL install program. You don't need to do anything with them. When you have highlighted your database click on the > button, and bottom right, click on **Execute Backup Now**. You need to browse to where you want the backup file created. I would recommend,

C:\Program Files\Apache Software Foundation\Apache2.2\htdocs

because then when you backup your files, everything will be in one place. Click **Save** and your done.

Now for the files and folders. Simply insert a blank CD into your CD Writer. From the pop up list of options choose, **Open A Window for CD Writing**. Now open another explorer window by pressing and holding the **Windows key**, and tapping **E**. Browse to C:\Program Files\Apache Software Foundation\. Drag the entire Apache 2.2 folder into the CD writing window. In the top left of the CD writing window click on **Write these files to disc**.

### Using your backup

Copy the Apache 2.2 folder back to it's original location. Start up MySQL Administrator, Login, click on **Restore > Open Backup File** and browse to the most recent backup file you have made. Select it and your done.

## Going Live After Home Development

The first thing to do is get professional hosting. How to do this is covered in the section 'Get Hosting'. Also you will need to register your chosen domain name using the instructions provided.

First copy all your files from htdocs to your 1&1 webspace. To Restore the database you need to do a bit of file fiddling. You need to make a minor amendment to your database backup file. Open the .sql file in Notepad++.

Find the line near the top that starts "CREATE DATABASE..." Delete everything from, and including "Create Database", up to and including the next ";" semicolon. Then log in to your 1&1 control panel and click on **PHP MyAdmin**. Now click on the **import** tab. Now click the **Browse** button, and select your database backup file.



Open [includes/config.php](#) and [admin/includes/config.php](#) and change all references to 'localhost', to match your new domain name and all references to your old database name, server and password to the new 1&1 database details. Click **Go**.

## The End?

Absolutely not! Just the beginning. I hope you have the confidence to know that you can achieve a great living through your very own, ideal, e-commerce empire.

I hope you are kind enough to share your expertise, your highs and your lows with the Business Dreams community.

Have a look on [www.businessdreams.net](http://www.businessdreams.net) for more tutorials and guides. And I hope you achieve your business dreams.