

Who's afraid of the World Wide Web?

An Author's Survival Pack
Helpfully compiled by Candy Gourlay



BASIC WEB GOBBLEDYGOOK

Hosting is where your website lives, usually in a server sharing space with other websites. Internet Service Providers like BT provide free webspace or you can sign up with a hosting service like 1and1.co.uk.

Tip: *websites occupy very little space, the cheapest service eg 1and1's Beginner service at £1.99+VAT can host up to 10 websites – some services are cheaper but allow only one website!*

Domain name is the name of your website.

Tip: *If you are using free web space from your ISP, you will be assigned a horrible domain like **yourname.difficulttorememberword.btinternet.com**, You can buy a pertinent domain name (eg. **yourname.com**) from a domain name service and point it to the free space, effectively masking the yucky address – this is called **forwarding** – so that your website appears as **yourname.com** on the web.*

A **Blog** is an online journal. It is also a cheap and easy way to have a website.

Social networking sites like Bebo, Facebook and MySpace link individuals together by virtue of shared interests. Typically a social networking site requires the user to list favourite movies, books, etc and have toys/tools that help you find like-minded members in the network. Blogs are a feature of social networking.

Web 2.0 is the evolution of the worldwide web from a collection of static websites to interactive web-based services of which social networking is one.

Tip: *Web 2.0 happened when ordinary people stopped thinking that internet stuff was geeky. But that didn't necessarily make the geeks less geeky.*

WHICH BLOG?

	Blogger.com	LiveJournal.com	WordPress.com	Typepad
Cost	Free (Owned by Google)	Free Open Source Supported by Volunteers	Free with Google ads Plan to charge for no-ad upgrade	Free trial then monthly fee
Difficulty	Easy	Get help	Get help	Get help
Hosted	Yes	Yes	Yes	Yes
Features	Good/Improving	Very Good but get help	Fantastic but get help from a pro	For the cost not pretty

SOCIAL NETWORKING SITES:

A listing of all social networking sites can be viewed here:
http://en.wikipedia.org/wiki/List_of_social_networking_websites

FaceBook.com

Privacy Only registered users can view facebook profiles. Joining a network allows you to view all the profiles of people in the network. You can set privacy and choose who can see you but the language in this portion is widgety.

How do you network? By collecting friends. If a person who is not your friend sends you a message you get to see their profile for a limited time. You can join relevant groups, say, a young-adult fan base and publicise your work by emailing all the members in one click. You can also get a web badge to embed in your blog so people know you're on FaceBook.

Ease of use? Very easy but care must be taken to understand and set privacy settings.

Looks? Clean. Text is a bit small. Rigid template that cannot be customised.

Networking with who? You collect 'friends' and your friends are privy to a 'newsfeed' of your latest activities. Joining groups – eg. picture book writers, YA enthusiasts – also bring you in touch with people you might want to market your work to.

Useful for marketing yourself? It's more for networking with your peers (fellow writers) than for building a readership. And you've got to collect a lot of contacts and you might waste time better spent writing your book.

MySpace.com

Privacy. You can set parts of your profile to be viewed by friends only. But your basic page is viewable by anybody, even unregistered visitors to Myspace

How do you network? The culture is to add everybody and anybody as friends. One habit is to add famous people and even fictitious people. For example, I am friends with Borat and Meg Cabot. You can also join groups, some are more lively than others and the forums in these groups are good places to publicise your work. There's a 'bulletin' function with which you can send out information to all your contacts.

Ease of use? Messy and difficult to know what to do.

Looks? Like an unmade bed. Highly customisable which means many pages are painful to look at with all the blinking and patterns and flashing lights. There are websites devoted to templates for MySpace.

Networking with who? Ok for networking with your peers. For building a readership? Hmm. Although MySpace has an age limit (16plus), many younger children are enthusiasts. There is a lively music/band culture which is a good way into YA readers. That said, one feels creepy adding teenagers to one's friends. Well-known authors with existing fan bases do very well. But unknown and unpublished authors risk looking like predators!

Useful for marketing yourself? Yes but you've got to collect a lot of contacts and you have to spend time that is better spent writing your book.

Bebo.com

Privacy. You can choose to have an profile that can't be accessed by the public or get a URL which even unregistered visitors to Bebo can access (you can set a minimum and maximum age for members who can contact you!). You can register as an author, register your book, and upload excerpts or even full text which will then be searchable under Bebo's author-friendly and book-friendly organisation (you choose how much or how little you reveal while retaining full rights).

How do you network? The culture is more video led – Bebo pioneered Kate Modern, a drama series about a troubled young art student named Kate, the world's first serial broadcast on a social network. It had immediate success and provides an intriguing look into the future of media. Network by commenting, linking in with others, joining groups. You can get a web badge to embed in your blog so people know you're on Bebo.

Ease of use? Easy to use but for more control, clunky. Help is hard to find.

Looks? Very nice design – not clinical like FaceBook and not bad-hair like MySpace. You can choose from a selection of 'skins' to customise your page

Networking with who? Kids are friending me for no reason than to beef up their friend list. At the top left hand corner is a box 'What's Hot?' with buttons for Video, Music and Authors. When you click on authors you get young people who love books and call themselves writers. But can you friend these kids without feeling like a sicko?

Useful for marketing yourself? Yes pretty much in the usual way. But again: it's addictive and time consuming – and probably most useful to authors with existing fan bases.

IT'S ONLY CODE : SIMPLE HTML TO DAZZLE YOUR READERS WITH

- Sandwiching words between these b thingies make things **BOLD**
- And an i thingy makes things *<i>ITALIC</i>*
- **<p>**Paragraphs are sandwiched between these p thingies**</p>**
- To create a link to another web page sandwich the words to be linked between these a thingies and replace the href with the url address of the page to link to – lookit how we link the words SCBWI British Isles to the website:

```
<a href="http://britishscbwi.org">SCBWI British Isles</a>
```

- This is the code for inserting a picture on a web page, in which **src** is the url address of the picture, **alt** is the alternative text for browser readers to read aloud to blind surfers and **width** specifies in pixels how wide the picture will be.

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HOW TO UPLOAD PICTURES WITHOUT FTP SOFTWARE

1. Sign up to a photo-sharing site like www.flickr.com or [picasa](http://picasa.com) or www.multiply.com
2. Upload photos or pictures using the site's picture uploader.
3. Browse to the image you need. Obtain the image's url address by looking at its properties. To get an image's properties in a Windows machine, right click the image, and a menu pops up (see picture)



4. Select properties and you will find the image's URL which you can then insert in your website, blog or social networking site.

WHERE TO GO TO DO STUFF

How do you work with videos?

These days, books have to have video trailers. Upload your video to **YouTube** or **Vimeo** (YouTube commenters are very rude. I'd turn off comments if I were you) and they provide you with the code to embed the video in any social networking site or blog – Amazon.com now allows video trailers to be added to book listings. If you can't afford to create a video trailer, how about a slideshow combined with sound? Go to **Slide Share** - www.slideshare.net.

How do I set up a podcast?

Check out **Podcast People** on www.podcastpeople.com – you can post audio and video episodes, write yet another blog, and gather comments. Ranges from free to paid-for service. The BBC has good pages on how to make podcasts.

Where do I get images to make my website more interesting?

See 'How to upload pictures without any FTP software' above. You can also 'borrow' them from any website of course – do your best to ask permission – in my experience, people usually say yes. Or you can buy some very cheaply on **Fotolia** www.en.fotolia.com in the UK or www.fotolia.com in the US. (Fotolia also allows you to sell your photos).

Also, check for free image files that come with software like Microsoft Word and Photoshop. These can often be found by exploring the Program Files folder where the software resides. I found loads of useful images in Microsoft Office folders called 'clipart' and 'photohm'. Have a good look around.

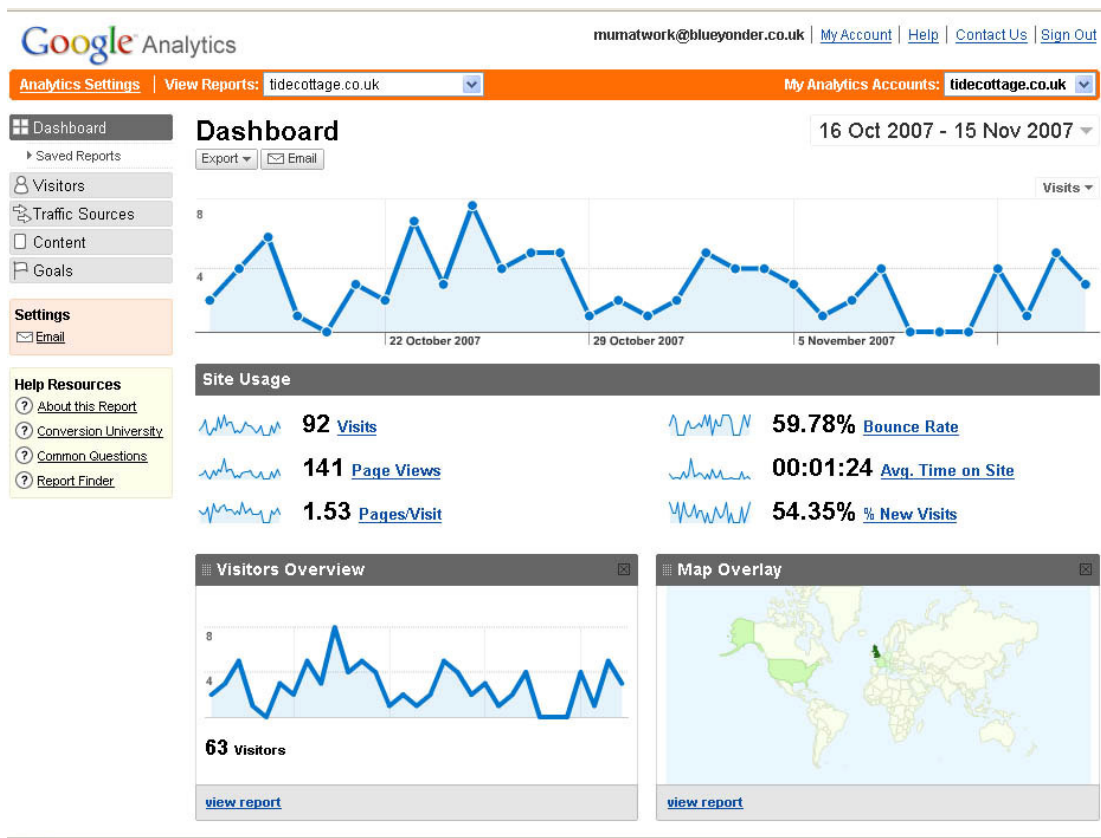
How do I track my website's traffic?



Web hosts provide this service for free.

There are free site meters everywhere but you can get more detailed feedback from **Sitemeter** on www.sitemeter.com – it even shows you on a map where in the world your visitors are coming from.

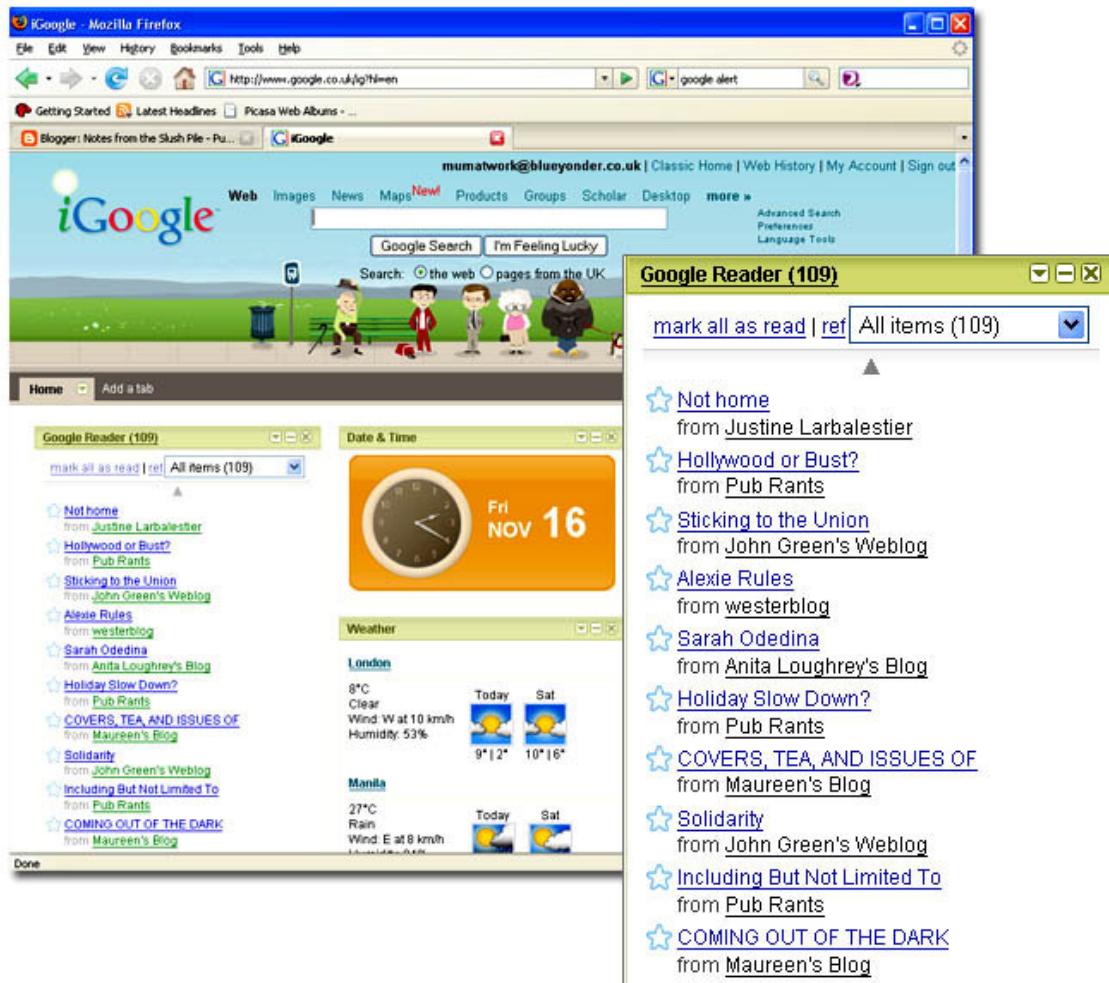
Google has an addictive, highly praised, free **Google Analytics** on www.google.com/analytics



How do I keep track of who's linking to me and who's mentioning my site? How do I keep track of blogs I like without having to keep checking on them?

You've probably seen **RSS** and **Atom**, the two standards for allowing people to subscribe to blogs and websites. But what do you do with that RSS button?

You need to use a feed aggregator which allows you to view all the latest postings on sites you subscribe to. There are many free aggregators online – just google them and choose – **Bloglines**, **Newsgator**, **Technorati**, **Windows Live**, **Feedreader**, **Yahoo**, even **Google** has one (via your iGoogle page – see picture on following page – I've enlarged the blog reader). Follow the instructions!



Another way which lands an alert in your inbox is **Google Alert** -

<http://www.google.com/alerts> This alerts you by email when blogs are updated and you can also set it to alert you when people write about your favourite blogs or topics. It's a way of keeping tabs on who is writing about your stuff. You can choose how often Google Alerts will email you. It's a good way of keeping tabs on what the blogosphere is saying about say, a new book or your favourite author. The marketing possibilities are endless.

How do I make money?

Primarily you want to make money by selling your book. But peripherally you can make some (pocket) money by becoming an **'associate'** of an online business.

You display their banners and for every click through, you earn a little change. Many companies have an associates programme. This is Amazon's: <http://affiliate-program.amazon.co.uk/gp/associates/join/main.html>

You can also create merchandise – t-shirts, mugs, etc.

Spreadshirt is a Europe-based online custom merchandiser - www.spreadshirt.net

Cafepress is well known in the USA www.cafepress.com/

How do I advertise my stuff?

Google ads is an effective way of advertising. You create your ads and decide at which google searches your ad will appear, you also set how much you will pay every time someone clicks through to your website. www.google.co.uk/adwords


Campaign Summary

All time (7 Dec 2006 to 16 Nov 2007)

All time
 7 Dec 2006 - 16 Nov 2007

Online Campaigns ▼ Hide		show: all all active all but deleted						
<input type="button" value="Pause"/> <input type="button" value="Resume"/> <input type="button" value="Delete"/> <input type="button" value="Edit Settings"/> Customise columns		+ Create a new campaign: keyword-targeted placement-targeted ?						
<input type="checkbox"/>	Campaign Name	Current Status	Current Budget ?	Clicks	Impr.	CTR	Avg. CPC	Cost
<input type="checkbox"/>	Tide Cottage Budget Optimizer enabled	Paused	[£20.00 / 30 days]	850	102,853	0.82%	£0.15	£129.85
			£0.00 / day (0 active campaigns)	850	102,853	0.82%	£0.15	£129.85

Blog ads allows you to advertise on big blogs (1000 visitors a day) www.blogads.com. But it's expensive!



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Password

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- Why blogads?
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- Order a la carte
- Great blogads
- Ad unit specs
- Blogads on your site
- Contact us
- Our blog
- FAQs

>> >> >> >>

	Prices	Est. ad impressions	Select
Liberal Blog Advertising Network (146) Check out this hive	\$25162	23,397,731	<input type="checkbox"/>
Conservative Blog Advertising Hive (105) Check out this hive	\$5566	5,897,159	<input type="checkbox"/>
:: music hive :: (122) Check out this hive	\$6184	2,922,179	<input type="checkbox"/>
SBNation (103) Check out this hive	\$3118	1,928,769	<input type="checkbox"/>
Book Hive (24) Check out this hive	\$1451	484,190	<input type="checkbox"/>
New York City blogs (61) Check out this hive	\$6368	4,395,472	<input type="checkbox"/>
Baby & Parenting BlogAds Network (109) Check out this hive	\$4538	2,405,594	<input type="checkbox"/>
BlogAds Gaming Network (17) Check out this hive	\$1199	1,892,493	<input type="checkbox"/>
Hollywood Blogads (123) Check out this hive	\$15029	67,690,823	<input type="checkbox"/>
Environment and Sustainability (72) Check out this hive	\$8044	3,314,905	<input type="checkbox"/>

You have chosen: 0 hive(s).
Total price: \$0
Total pageviews: 0

I'm fed up with waiting for a publisher or agent to take me on, how do I publish my own book?

You need an online digital print-on-demand company like **Lulu** www.lulu.com or **Cafepress** www.cafepress.com/cp/info/sell/books.aspx

HERE'S SOME FREE STUFF TO CHANGE YOUR ONLINE LIFE

Free Sound/Podcast Editing Software: Audacity

This is a free, multi-track, audio recorder and editor, capable of recording a full band, yet perfect for podcasts or simpler setups

<http://audacity.sourceforge.net/>

Free Antivirus Software : AVG Antivirus

Why is your PC so slow? Probably because of the bloated antivirus programme that came with it that runs constantly in the background and for which you pay a yearly fee. Use AVG Antivirus – it's free and fast: I haven't had a virus since I started using this:

<http://free.grisoft.com/>

Free Anti-spyware Software

You need to run two of these to make sure you avoid bloating up your computer with cookies (little files every website leaves on your computer) – I run these once a week.

Spybot Search and Destroy

www.safer-networking.org/en/download/

AdAware

www.lavasoftusa.com/products/ad_aware_free.php

Clean-up Software for Windows : Wincleaner OneClick Professional Clean

Speeds up your Windows PC by removing temporary files, little bits of code that pile up in the memory and get in the way, etc. Free 30 day download.

www.wincleaner.com/

Free Word Processing : Open Office

Open Office is just like Microsoft Office but it's free and it's faster. And you can save as Word documents.

www.openoffice.org/

Free Photo Software

If you really can't afford Photoshop Elements or Photoshop, try these:

Paint.net – www.getpaint.net

the GIMP – www.gimp.org

Free Calls to Landline Numbers

Skype allows you to make free calls computer to computer – but you need microphones and earphones or a usb phone (which they sell).

www.skype.com

Jajah allows me to call my technophobe mum in the Philippines on her landline and I chat to my best friend who lives in Washington everyday for free.

www.jajah.com