



High Profits Quick Guide To Editing Your Website with NVU Web Editor

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How to Turn a HighProfits Template into YOUR Website

This guide will explain the basic principles of how to work with HighProfits.com website templates and the NVU web editor.

You may also want to read through the original NVU guide which can be found here:

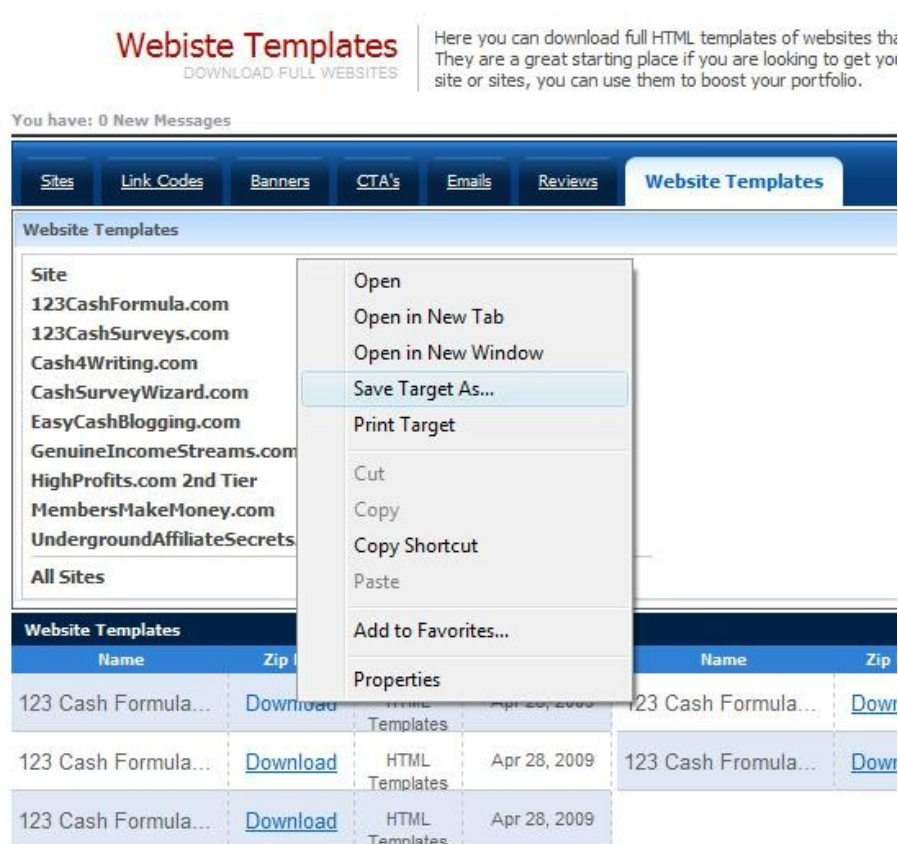
<http://nvudev.com/guide/1.0PR/ugs02.htm>

This guide has been created to help you step-by-step to get your first money making website online. By this point you should have signed up to all of the recommended affiliate programs, webmaster tools and have a domain name and hosting already set-up.

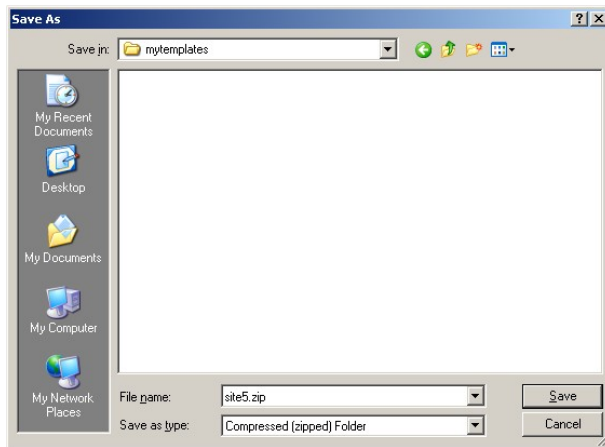
It is important that you read through all of the instructions carefully to ensure that your website goes online correctly. Remember that the HighProfits.com affiliate program has enabled hundreds of ordinary people just like you to make thousands online. It will only take a few hours to get your first website online and then you can join them and start making real money online!

Downloading and extracting the template

Select which category you would like to promote and choose the template you like and save to your desktop, using right mouse click and then **Save Target As...** on the link **Click here to download**. In FireFox program it's called **Save Link As**.

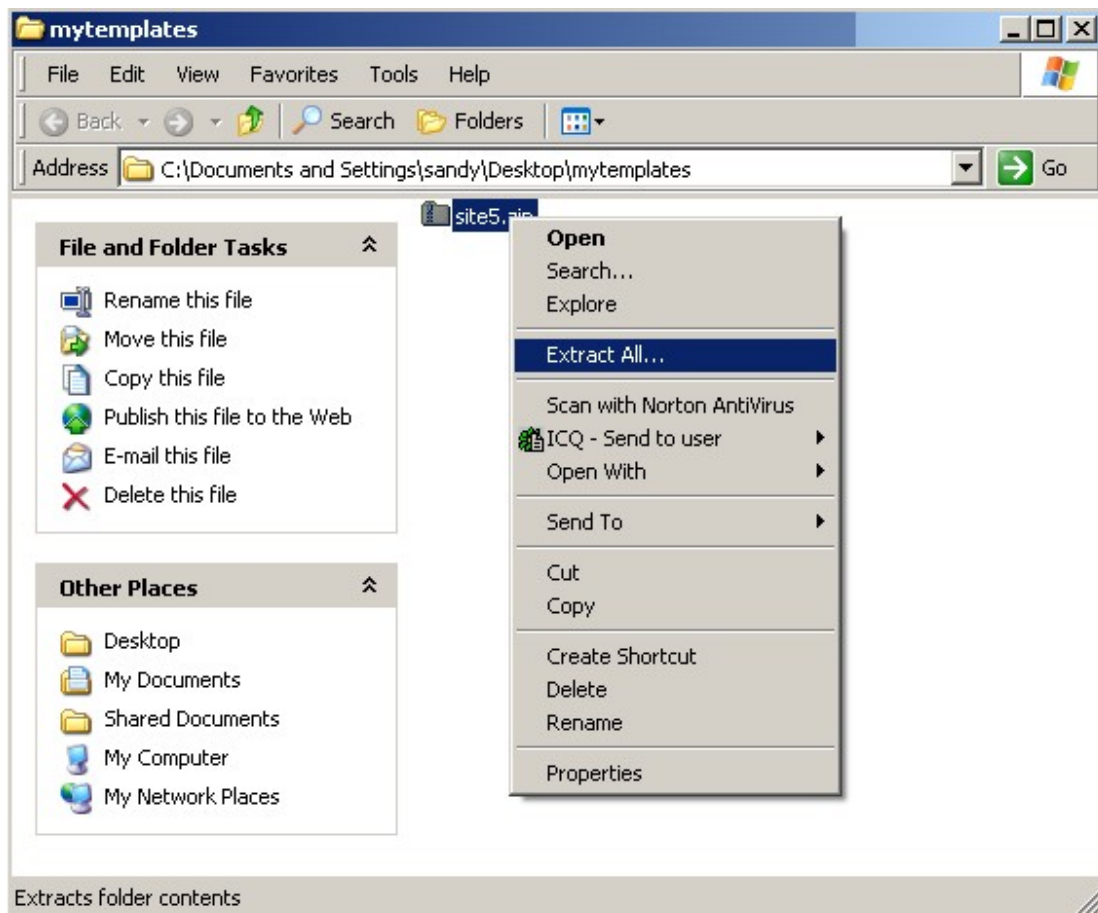


This will open a standard **Save As** window, where you can select a place on your computer for saving this file. Save the file on your desktop or any folder you like. In this example, we created a folder on the desktop named **mytemplates** and we will save our work in there. So if you wish to follow this example you could do the same.

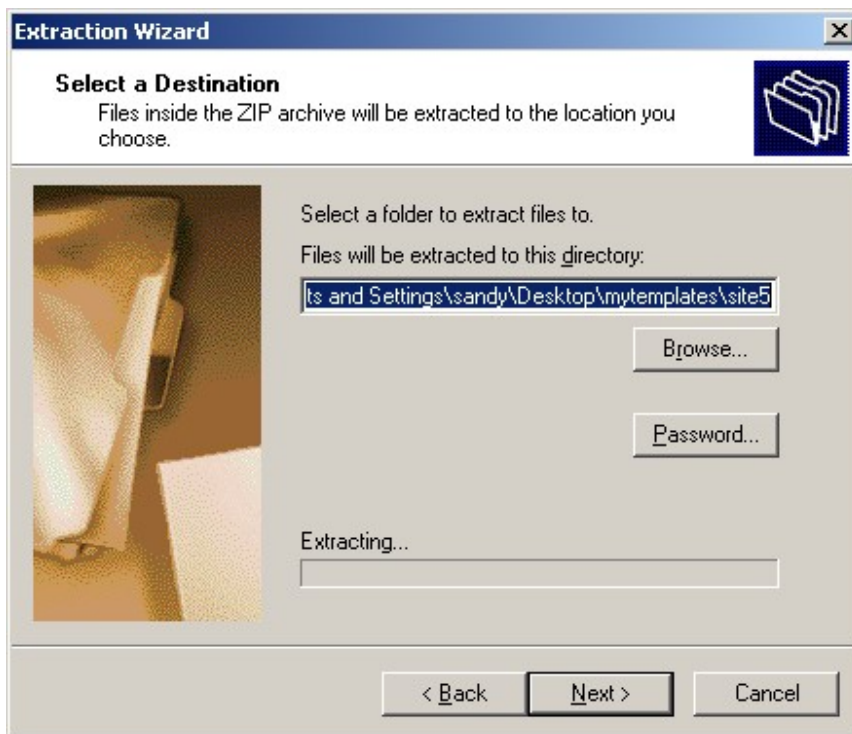
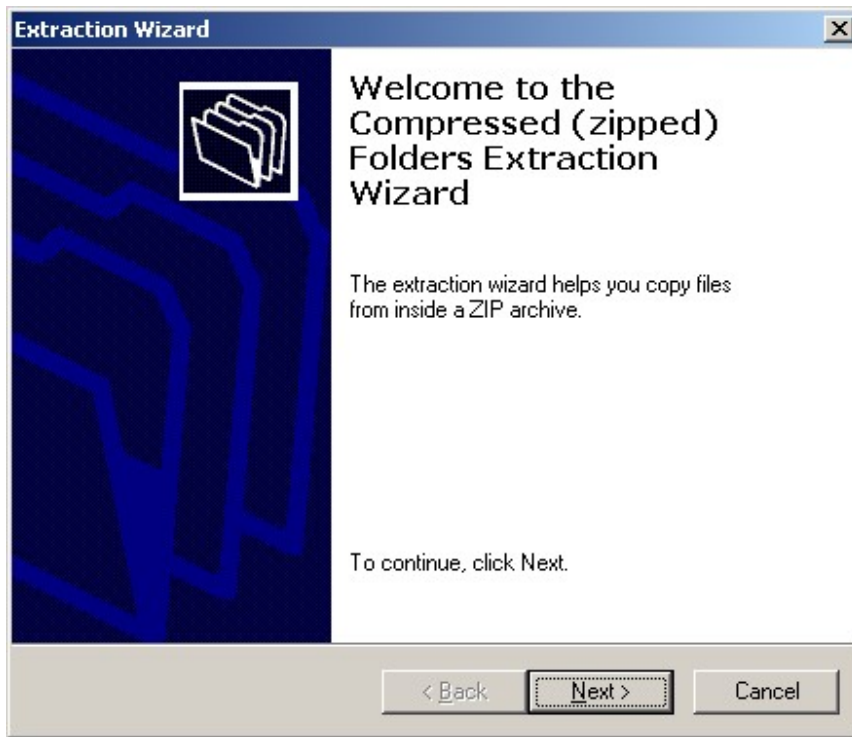


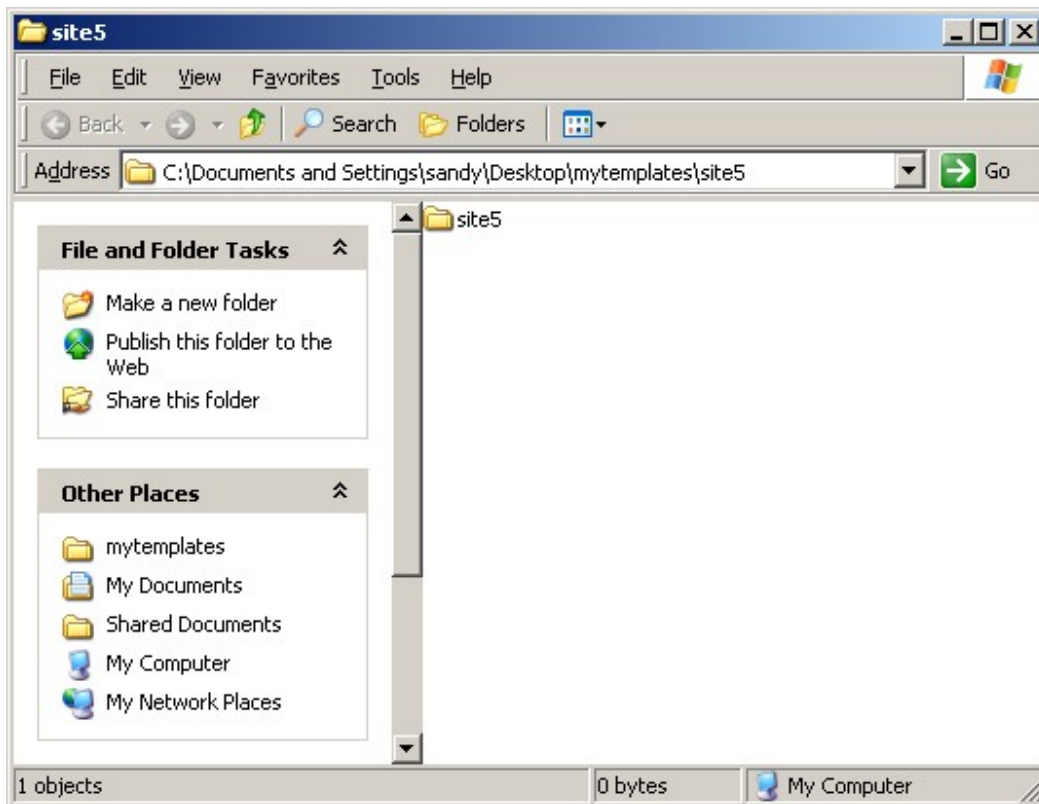
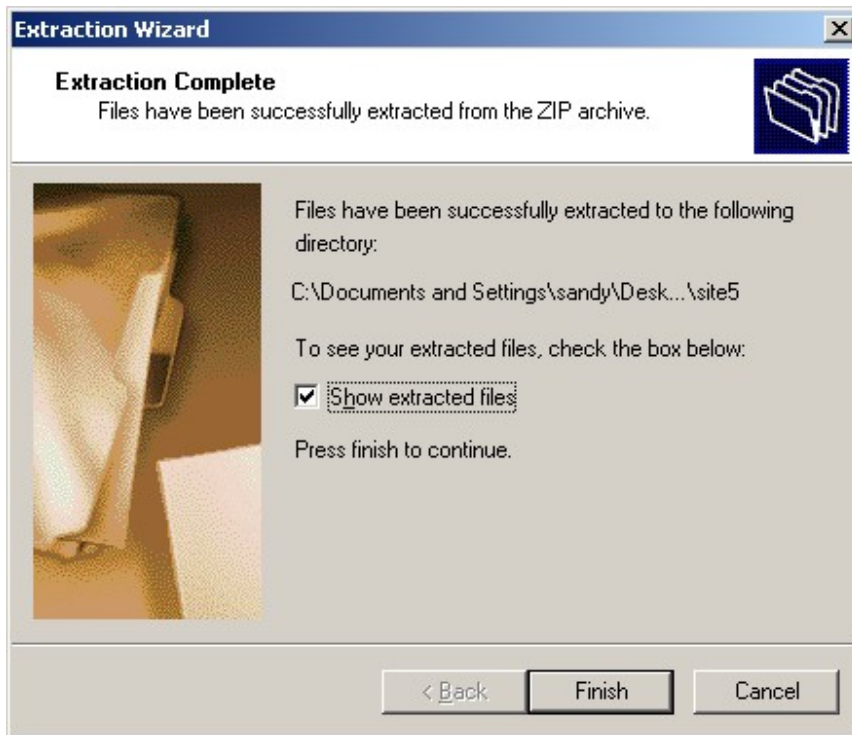
Hit the **Save** button.

After the file is saved, open the **mytemplates** folder on your desktop.

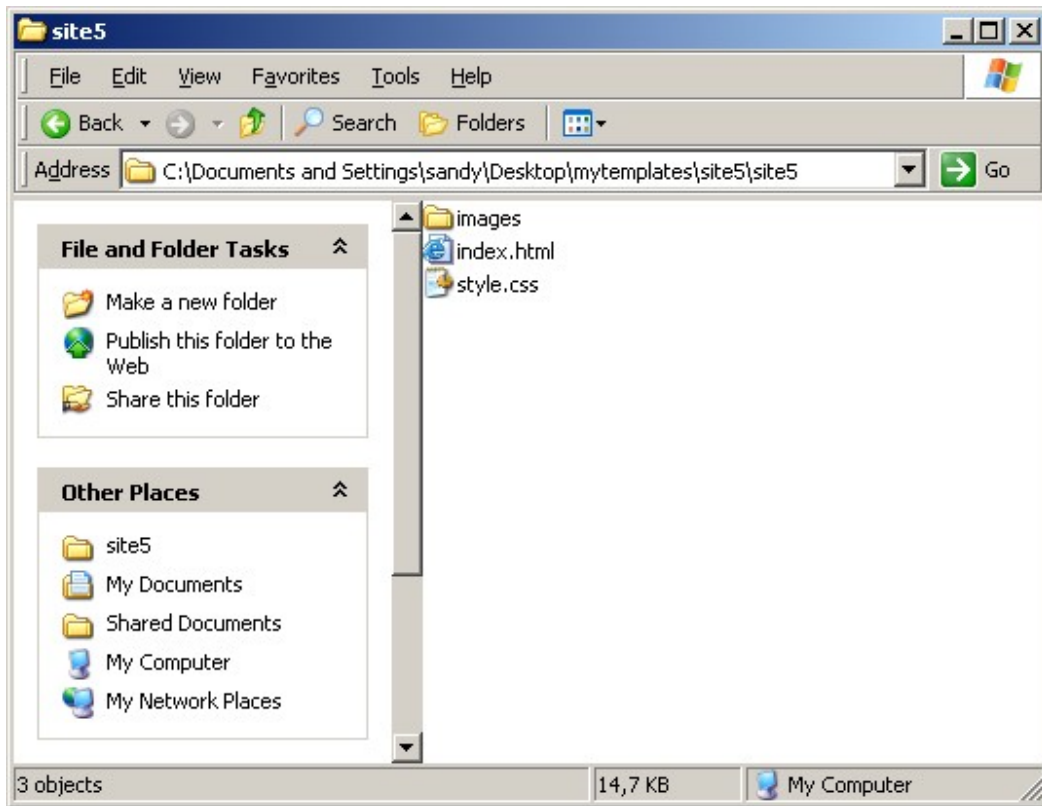


In case your windows version isn't offering this feature, you will need to download a copy of WinZip software. You can do that by going to www.download.com and downloading it for free





Open the folder.



Now you can see **index.html**, **style.css** and **images** folder.

If you double click **index.html**, the template will open in your web browser program and you can see what the template currently looks like. Below is an example of how the template we saved looks like.

Template5 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Links Google Yahoo MSN Index DP Banners Categories Partners Tilde

Address C:\Documents and Settings\sandy\Desktop\mytemplates\site5\index.html Go

MAKE MONEY WHILE STUDYING

Why be poor at college when you could be rich!

- **How To Make Money**
 - Top 3 Programs
 - 7 Important Facts
 - Why Making You Richer?
- **Affiliate Marketing 101**
 - What is affiliate marketing
 - Best marketing strategies
 - Building your list
 - Affiliate Marketing Forums
- **Promotion related articles**
 - Search Engine Optimization
 - Blogging
 - Offline adds



● **We help you to make money online! It's easy!**

If have heard about the **huge earning potential** of affiliate marketing, and are looking to get involved, you are in the right place. No matter what your current experience is, this site will show you the best options for you to start making money online today.

What is Affiliate Marketing?

Affiliate marketing has quickly become one of the most popular and the most effective ways to advertise on the Internet. The premise of affiliate marketing is very simple.

A company, let's say eBay, goes to another web site (which could be yours) and asks them to place a banner or link to eBay on their site. Every time a user clicks on that eBay banner and visits the site, the owner of the original site gets a commission. It's as simple as that.



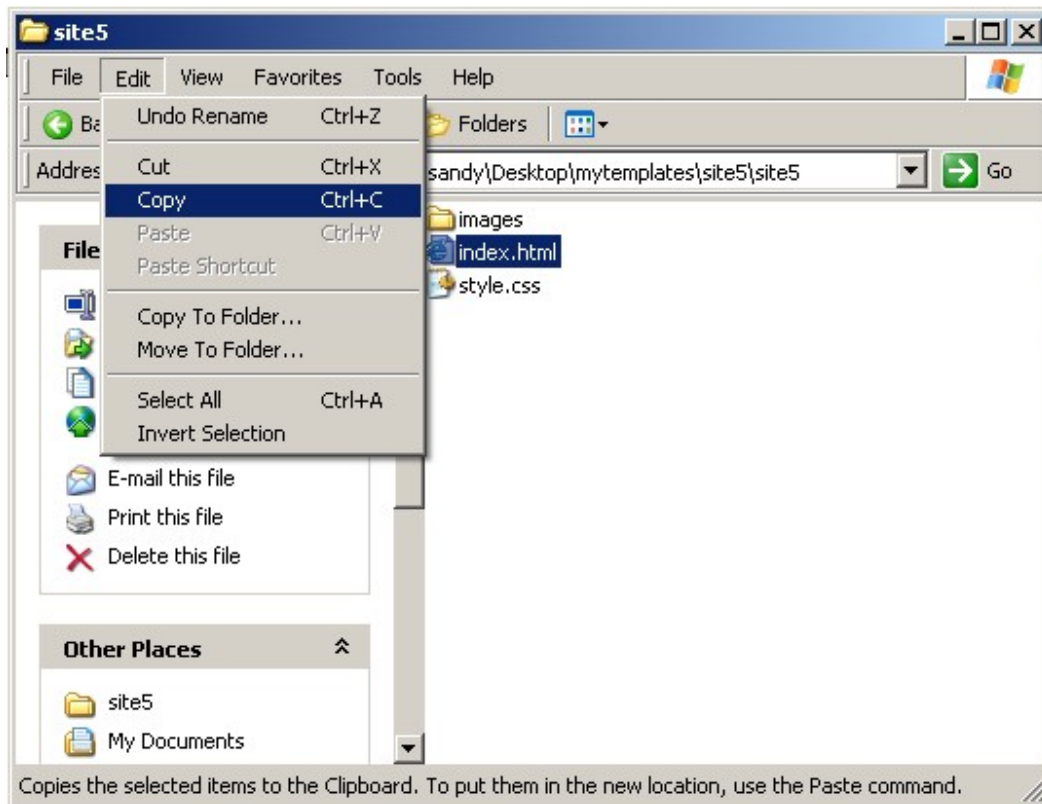
The history of affiliate marketing goes back to approximately 1994 with the trailblazing music website www.CDNow.com. They were, as far as most people know, the first site to pay other sites for directing Internet traffic to them. Internet giant Amazon.com soon caught on and became the site most associated with affiliate marketing. Today, the practice of affiliate

How to create more pages using windows

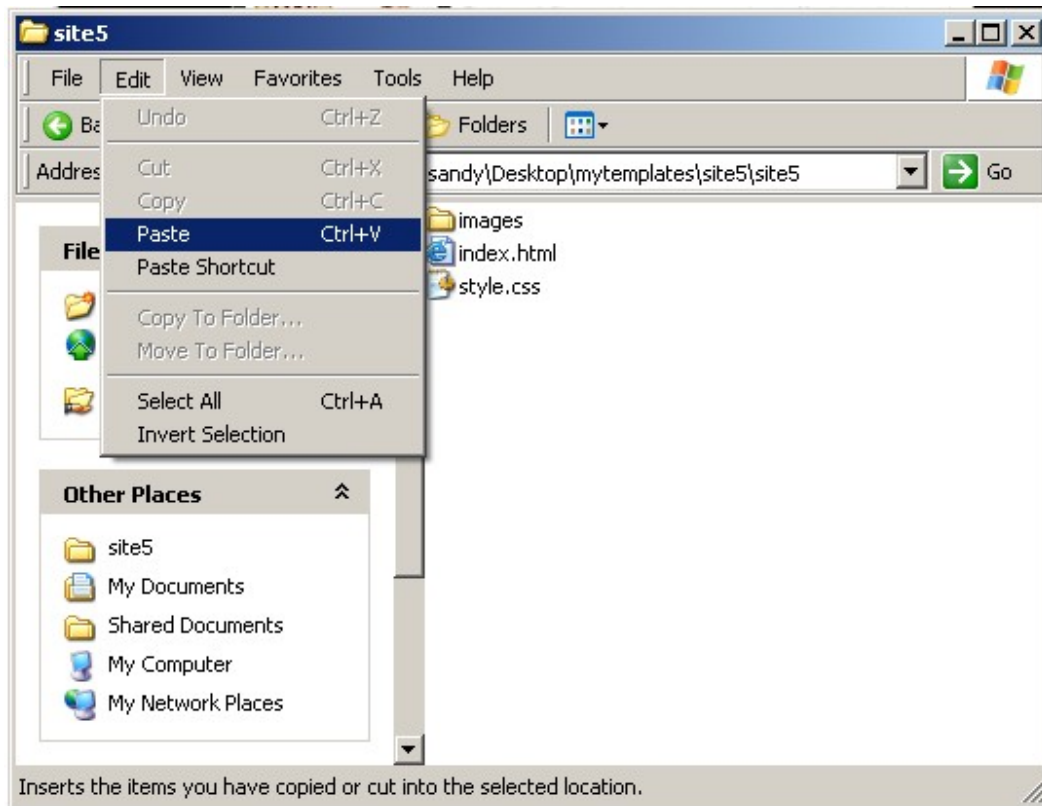
Copy the template page to create more pages for your site. In our free content area you will notice that we have provided you with hundreds of articles to place on your website, just remember to re-write them in your own words if you want your site to rank in the search engines.

You will also want to read the HighProfits.com 'How to Write Copy That Sells' before adding new copy to your website.

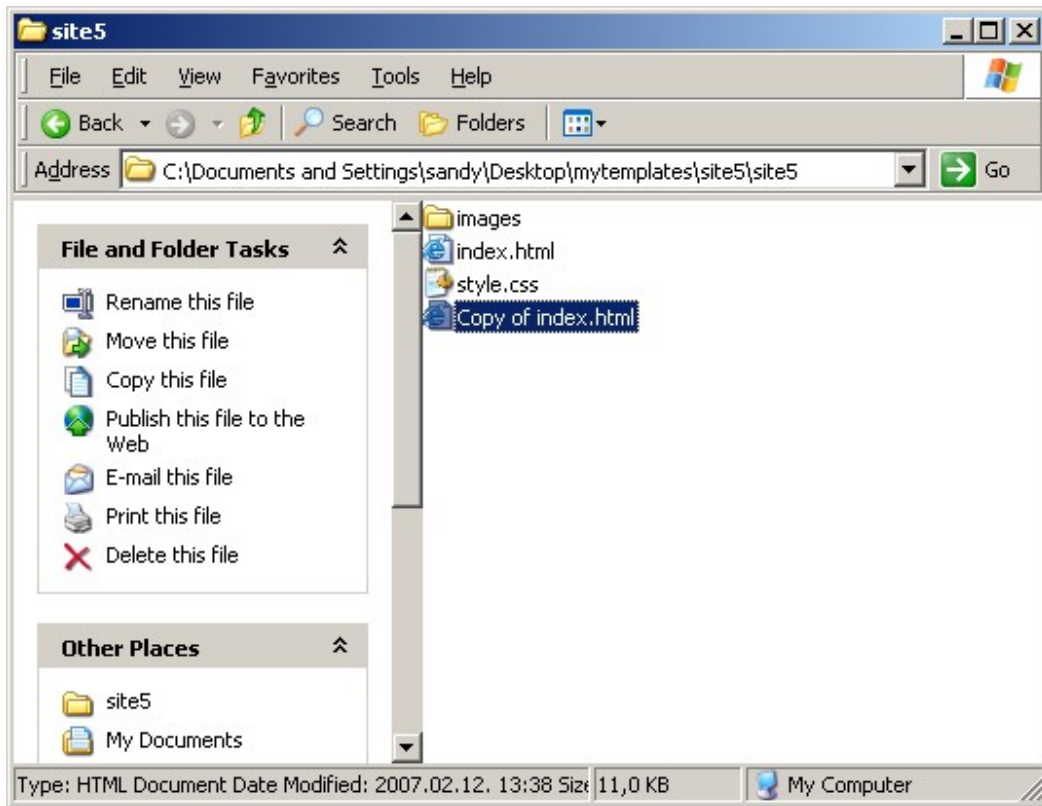
The first step is to select the file you wish to copy and then selecting **Copy** on the **Edit** menu.



Now the next step is to paste the copied file. Clicking **Paste** on the **Edit** menu will do just that.

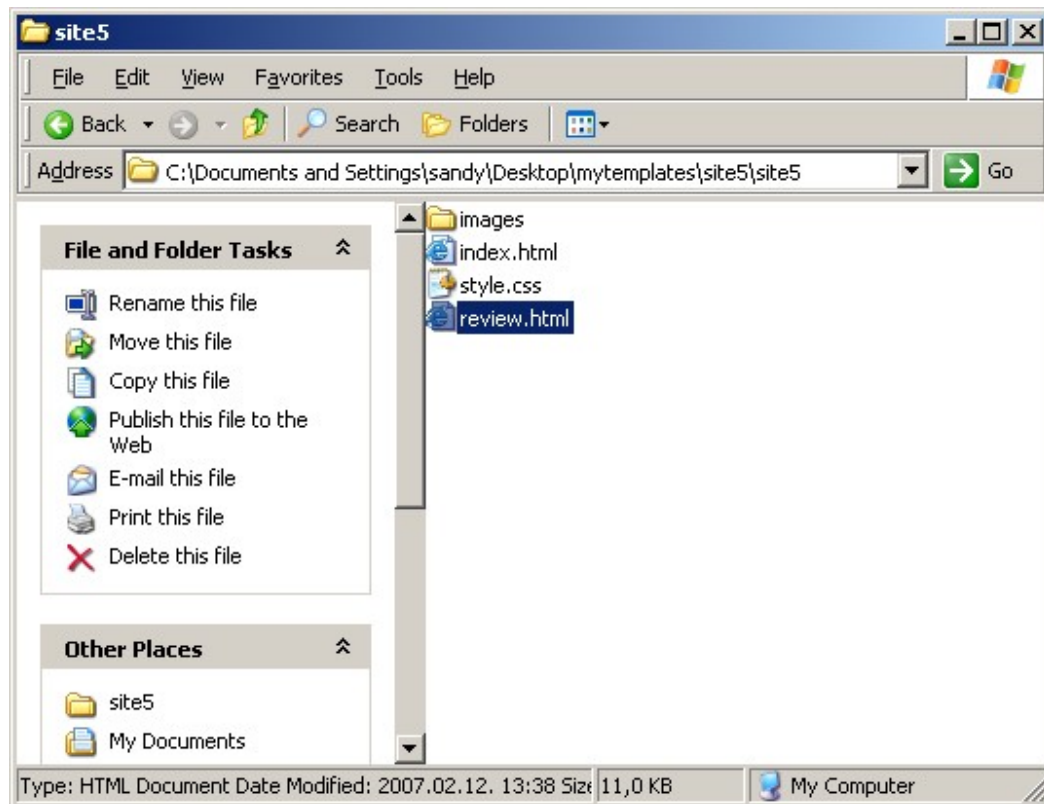


The new file (the copy), will be named as **Copy of index.html** which is exactly what it is.



Press F2 on keyboard or use the left side menu's function **Rename this file**. Enter the desired name, but remember to not to change the extension of .html even if it's allowed.

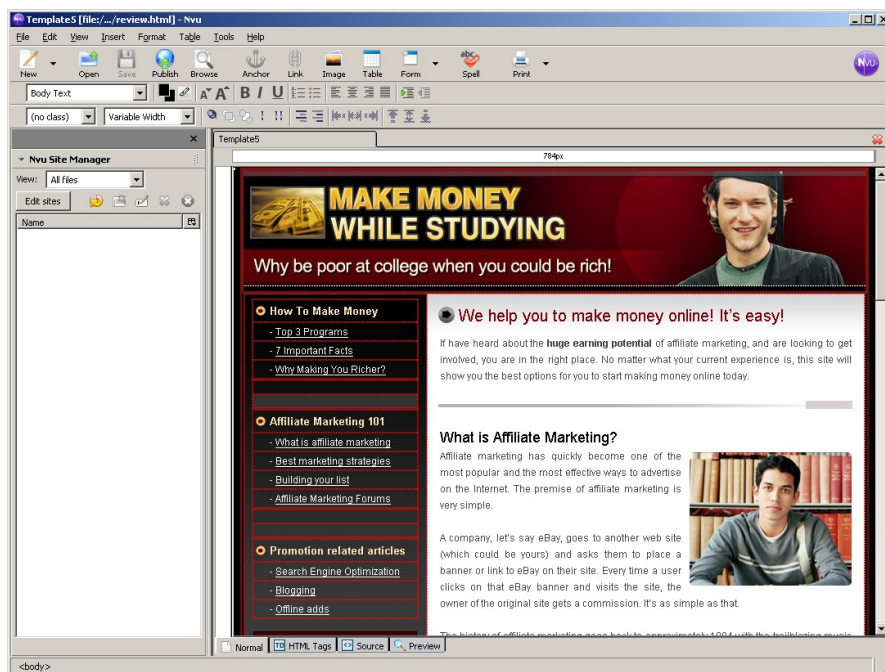
Please note that you cannot use spaces if you are using more than one word for your page. In this example we have called the new page "review.html". But if you were creating a page that reviewed a product for example 'making you richer review' you would have to rename the file as follows 'making-yourricher-review.html' naming your files in this way also has SEO benefits which are discussed in the HighProfits.com 'SEO Guide'.



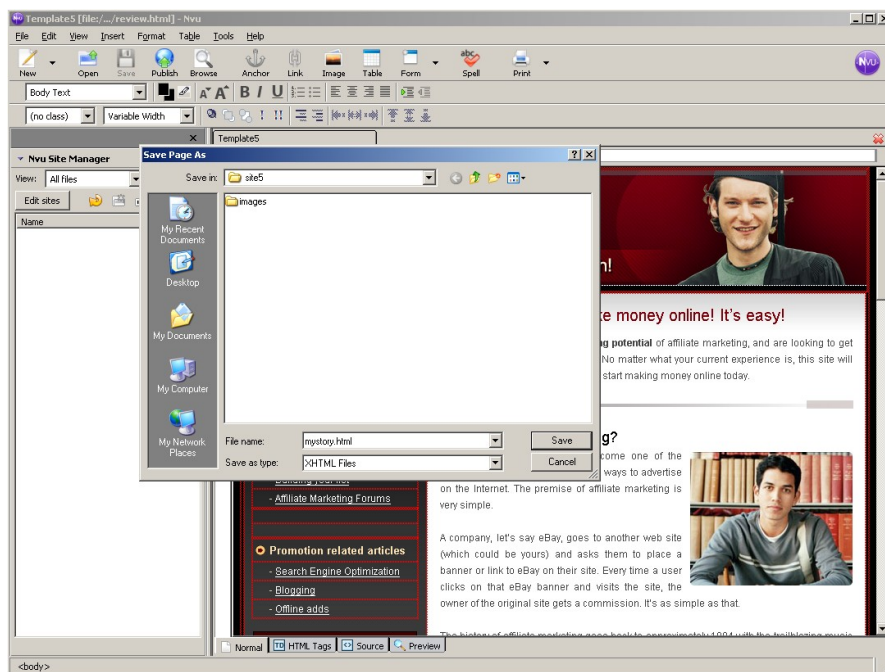
Now you have 2 similar pages, just one is index.html and second is review.html. To create more files, just repeat **copy** and **paste** steps.

How to create more pages using NVU

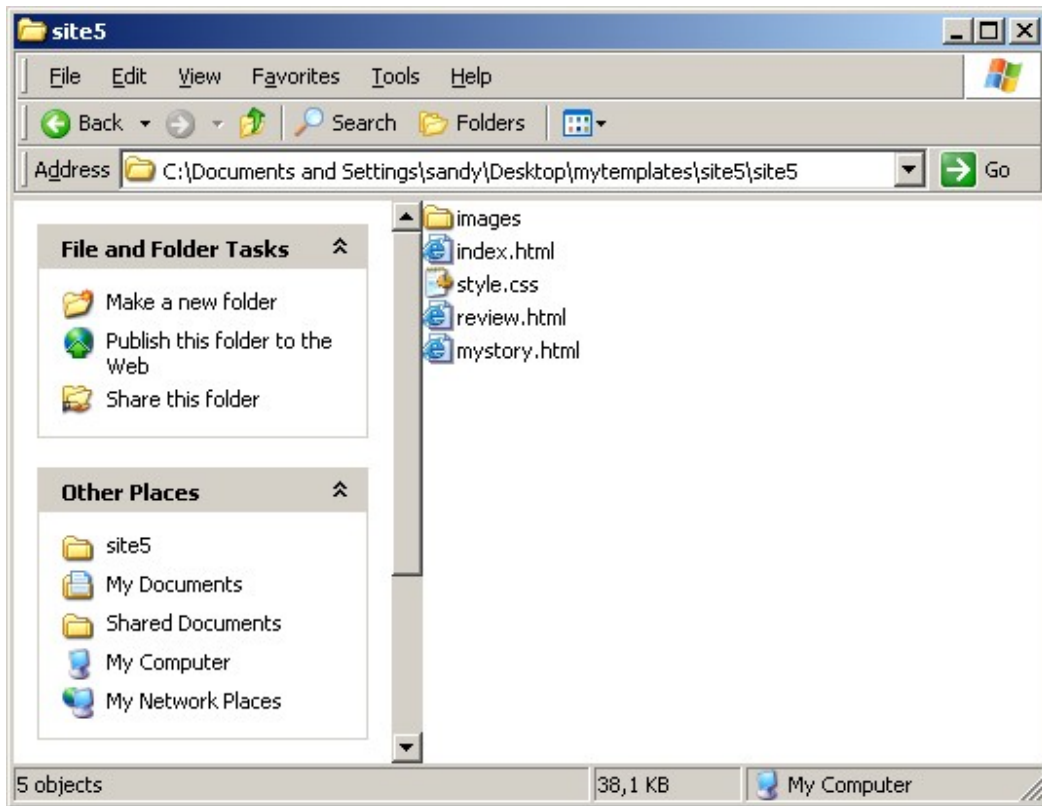
First of all start your NVU editor. Open the page you want to use as source for new page.



Then click **Save As** on the **File** menu to save a copy of this file under different name. For example: **mystory.html**

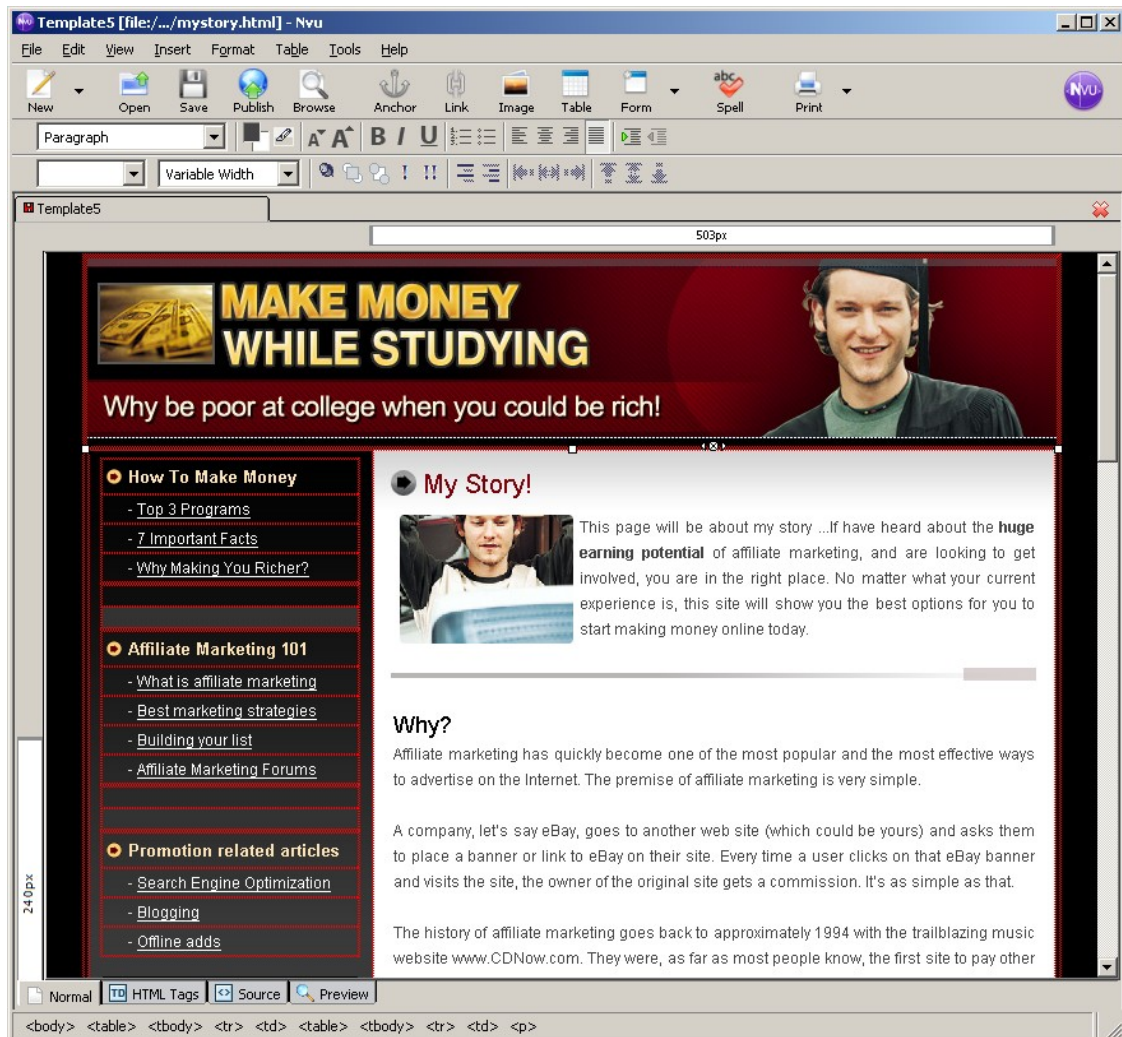


That's all. Another – 3rd file with the same template is made. This file was saved in the same folder so it shows up along with other files we made.



Editing page with NVU

Page editing is very simply once you have created your files/pages as explained above. For example, open **mystory.html** page. Click in the body of page to change headlines, text, insert images, tables and so forth.



Remember to save your changes regularly. You can do that by clicking **Save** icon on the top toolbar or also hitting **CTRL + S** on your keyboard. This may seem an obvious thing to do but we all get carried away and work for hours without pressing save and it's the worst feeling ever when the computer crashes and you lose hours of hard work.

NVU Toolbar and Tools

This is main toolbar of the NVU editor.

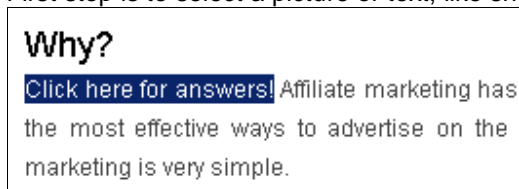


Many of the buttons are similar to these available in MS Word editor and most of them are pretty self explaining, like **New, Open, Save, Link, Image, Table and Form.**

Next we will go through some simple yet essential commands and tips for editing your website.

How to insert link

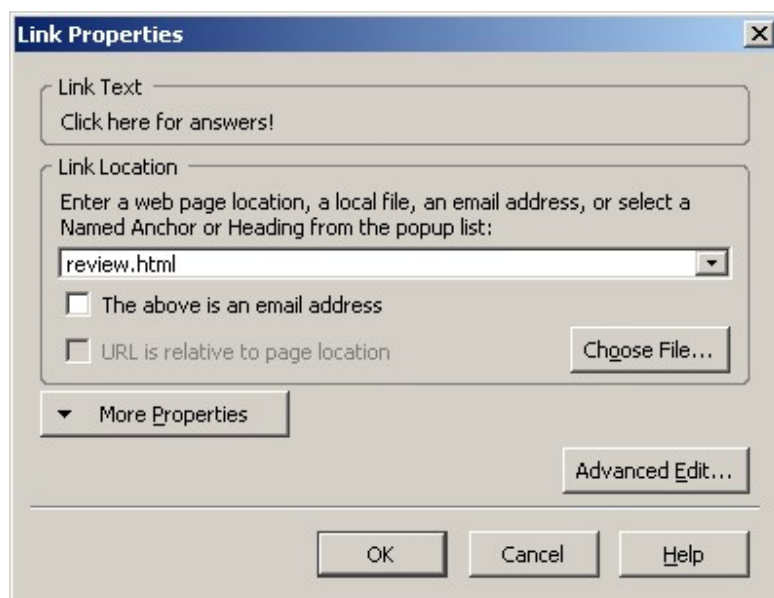
First step is to select a picture or text, like shown in this example:



Then click the **link** button.



This will open window for entering location for the link. It can be a local link to local file or any web address like <http://www.google.com>. To pick a local file, click on the **Choose File** button.



For more advanced properties, click **More Properties** or **Advanced Edit** but in most cases, its enough to provide a link to a file or an other web address. Once all properties are set, click **Ok**.

The end result would look similar to this. This underlined text now will be a clickable link when viewed in the regular browser and would open the review.html page. It's sensible to put all the links you want customer's to click on in blue as that is the color we most associate with clickable links.

Why?

[Click here for answers!](#) Affiliate marketing has the most effective ways to advertise on the marketing is very simple.

How to insert an image

It is hard to imagine web pages without pictures. They liven up a page and draw the eye in and testing different images on your site can help you to increase your conversion rate of traffic to sales.

A text heavy website can look dull and boring and your visitors will click off your site in a metter of seconds and you don't want that!

Here are some links to free image resources so you can liven up your pages:

<http://www.sxc.hu>

<http://www.openclipart.org/cgi-bin/navigate>

<http://www.freewebtemplates.com>

<http://office.microsoft.com/en-us/cl...CL100570201033>

To insert a picture you have to complete the two steps below.

Step 1: The first step is to adjust the picture to the correct size and save it in the folder along with the other template's images. Usually it is a folder called **images** or **pictures**.

Step 2: Once this is done, you can go to the next step and insert it into the web page. To do so – you must position your mouse cursor in the place where the image should be shown. In our case, this will be the very beginning of the story. See the cursor put before the **'This'**.

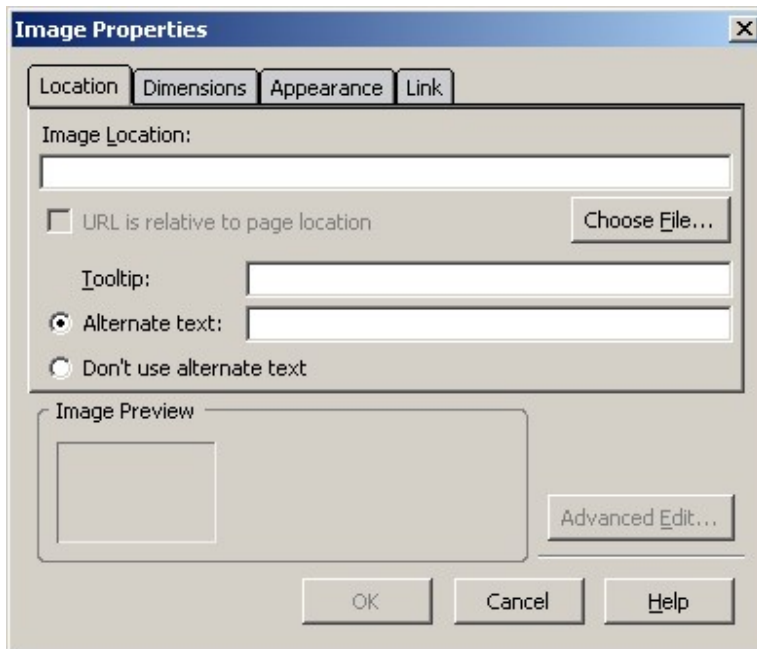
My Story!

This page will be about my story ...If have heard about the **huge earning potential** of affiliate marketing, and are looking to get involved, you are in the right place. No matter what your current experience is, this site will show you the best options for you to start making money online today.

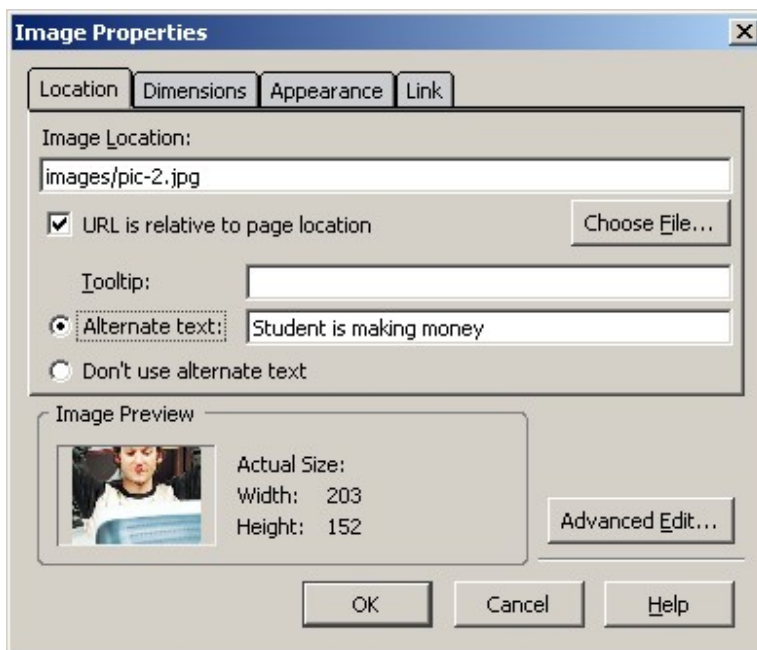
Now, click on the **'Image'** button as shown below.



This will open **Image Properties** window.




Click the '**Choose File**' button to select an image. You should also enter Alternate text, maximum 10 words for describing the image – this is important for SEO. This is how it could look like.



Click **Ok** to insert the picture.

If a picture is too big, it will look like so:

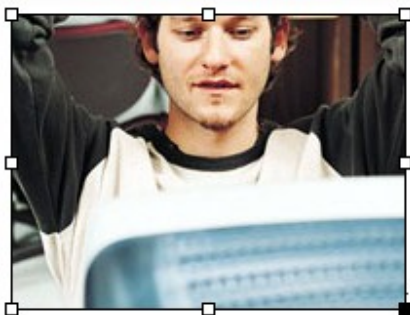
▶ **My Story!**



This page will be about my story ...If have heard about the **huge earning potential** of affiliate marketing, and are looking to get involved, you are in the right place. No matter what your current experience is, this site will show you the best options for you to start making money online today.

Preparing images in too big or too small a size is a common error.

Since this image is not too big, we could try to resize it. To do so, click on the image once.



Now grab any of the edges with mouse and make it smaller. Now it should look more like this. However, sizing the picture as close to the size you want before inserting it is better for web loading times and will also help the image to remain looking sharper and not distorted.

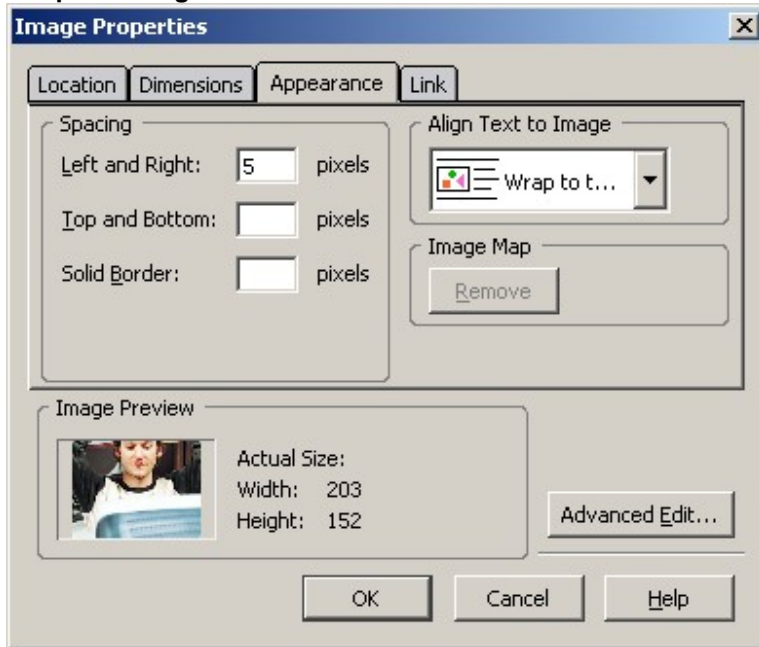
▶ **My Story!**



This page will be about my story ...If have heard about the **huge earning potential** of affiliate marketing, and are looking to get involved, you are in the right place. No matter what your current experience is, this site will show you the best options for you to start making money online today.

Now, despite the fact we have resized image, it's still not looking perfect in the comparison to the text. Also the image is too close to text and it doesn't look too professional either.

With a double click on the image, you will open the **Image Properties** window. Click the **Appearance** tab. Enter for **Spacing - Left and Right** value **5** and for **Align Text to Image** select **Wrap to the right**.



Click Ok to see the result. It should look nice and professional like bellow.



There are many more settings to be set for images, so take the time to experiment with them and learn all the different features.

How to insert tables

Tables are often used to show various types of information - prices, comparisons etc. Before inserting table, make sure you have plenty of space for a table. If necessary, make hard breaks by hitting **Enter** button on your keyboard.

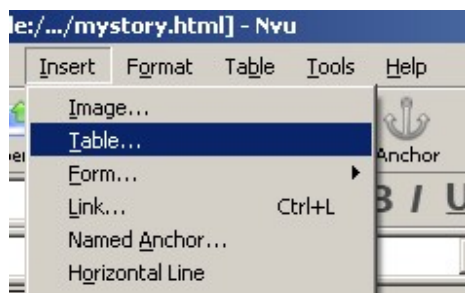
Why?

[Click here for answers!](#) Affiliate marketing has quickly become one of the most popular and the most effective ways to advertise on the Internet. Click here. The premise of affiliate marketing is very simple.

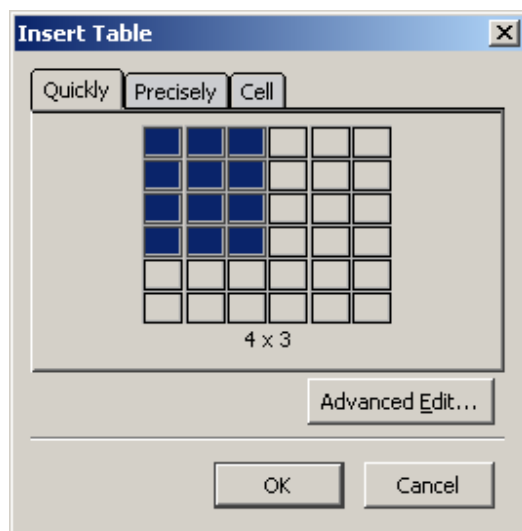
|

A company, let's say eBay, goes to another web site (which could be yours) and asks them to place a banner or link to eBay on their site. Every time a user clicks on that eBay banner and visits the site, the owner of the original site gets a commission. It's as simple as that.

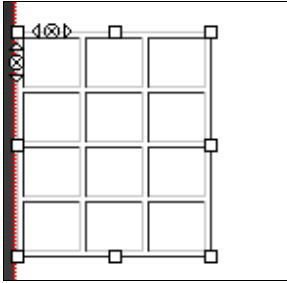
The easiest and the best way to insert table is by clicking **Table** on the **Insert** menu, as the toolbar's **Table** button works for opening the **Table Properties** window.



This will open **Insert Table** window. Select the number of rows and columns needed by moving mouse over the cells. Click **Ok**.



This will result in creation of following table. At a first glance it will look as follows:

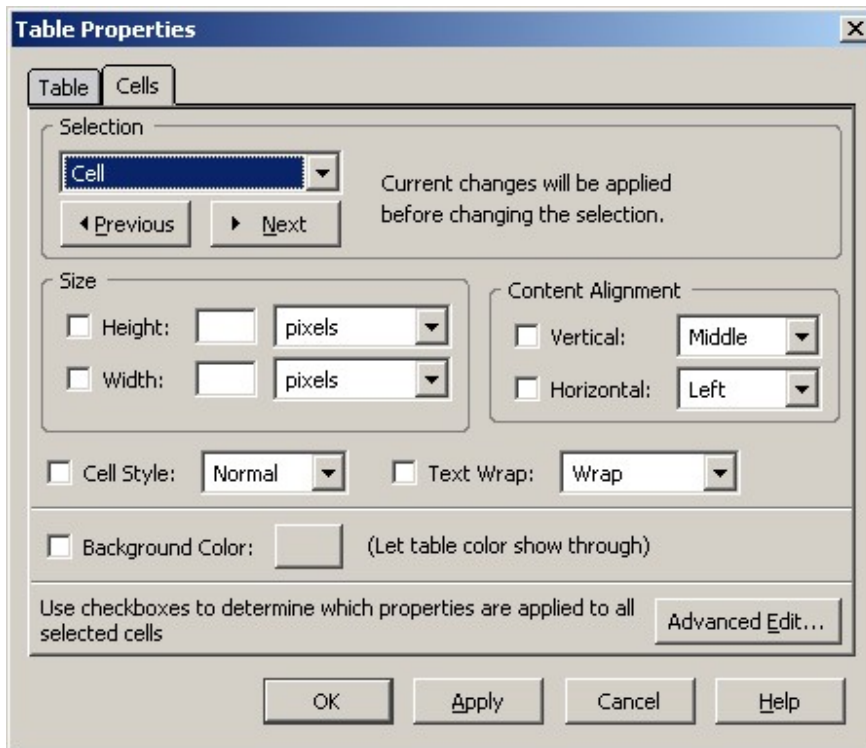


As you can see the table looks pretty simple and not very professional.

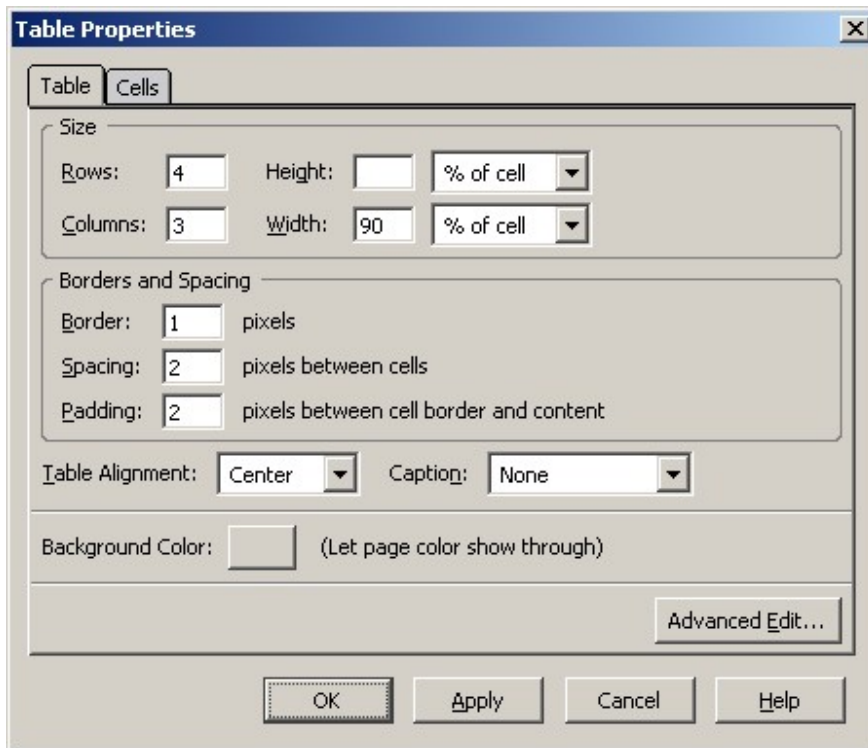
Don't worry this can be corrected by changing the properties for table appearance. To do this you need to click once into table and click **Table** button on the toolbar.



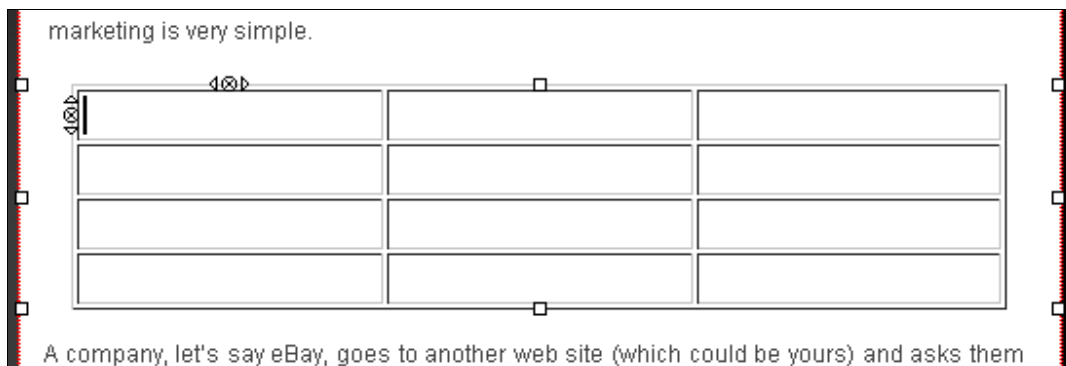
This will open **Table Properties** window with tab Cells open.



Click the **Table** tab and set following settings for **Width** and **Table Alignment**. Click **Ok**.



This will center the table and will make its width equal to 90% of the area it is placed in. Again you should experiment and test other properties as well, like borders, spacing, etc. So you can get used to all of the different features.



For example, you have filled table with following data.

	Product 1	Product 2
Price	\$10.00	\$10.90
Quality	10/10	9/10
Final word	Best choice	Good choice

To make data centered in the cells, select necessary cells and click centering button - .

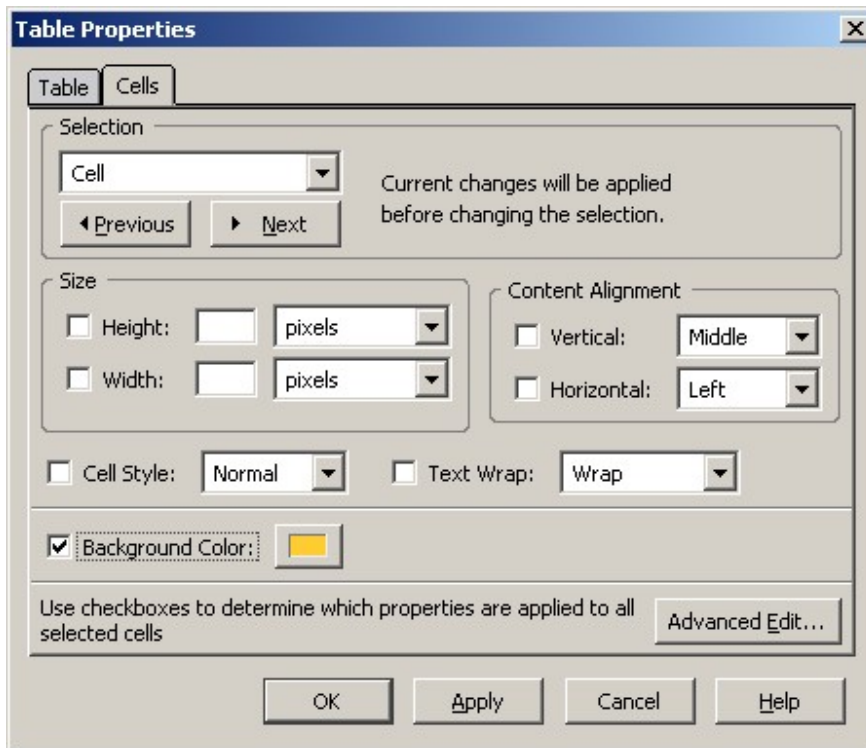
Result should look like this.

	Product 1	Product 2
Price	\$10.00	\$10.90
Quality	10/10	9/10
Final word	Best choice	Good choice

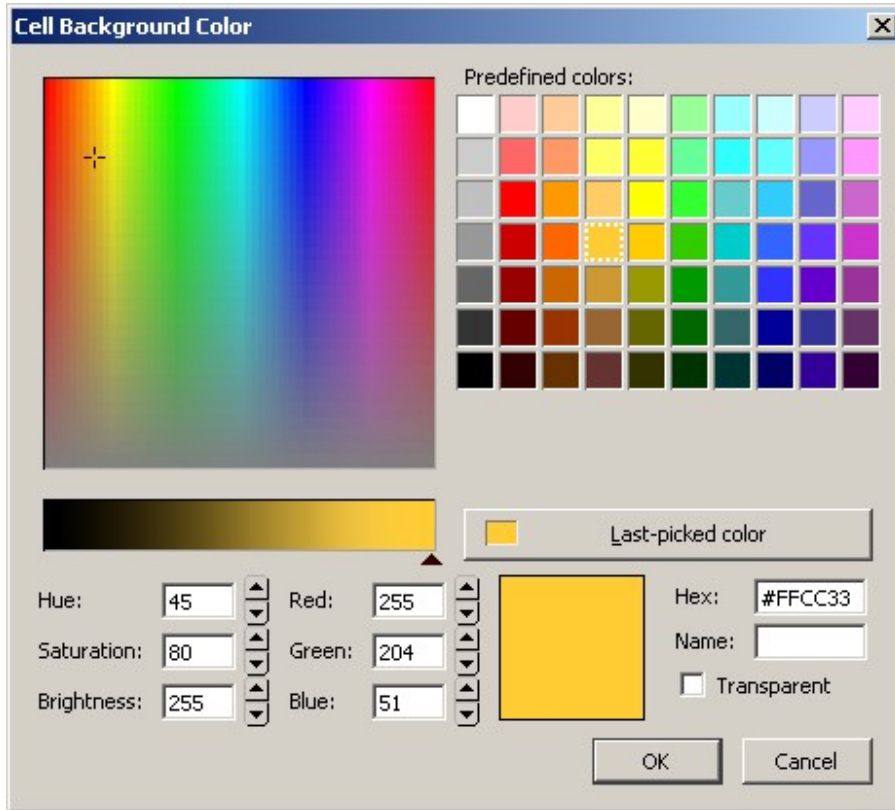
Use formatting buttons **B / U** and color tool  to change text.

	Product 1	Product 2
Price	\$10.00	\$10.90
Quality	10/10	9/10
Final word	<i>Best choice</i>	<i>Good choice</i>

To change Cell's background color, double click the cell you want to change. Set the following settings for each cell in the top row. Tick the **Background Color** box and then select a color by clicking button next to it.



Select your preferred color with the Cell Background Color Picker.



The end result would look like:

	Product 1	Product 2
Price	\$10.00	\$10.90
Quality	10/10	9/10
Final word	<i>Best choice</i>	<i>Good choice</i>

How to add and change the site menu

Most of the templates have menu built in tables. This means, each menu element represents a row with one or more columns.

To remove a link from menu

Click in the menu cell you want to delete and click the X symbol on the left side.



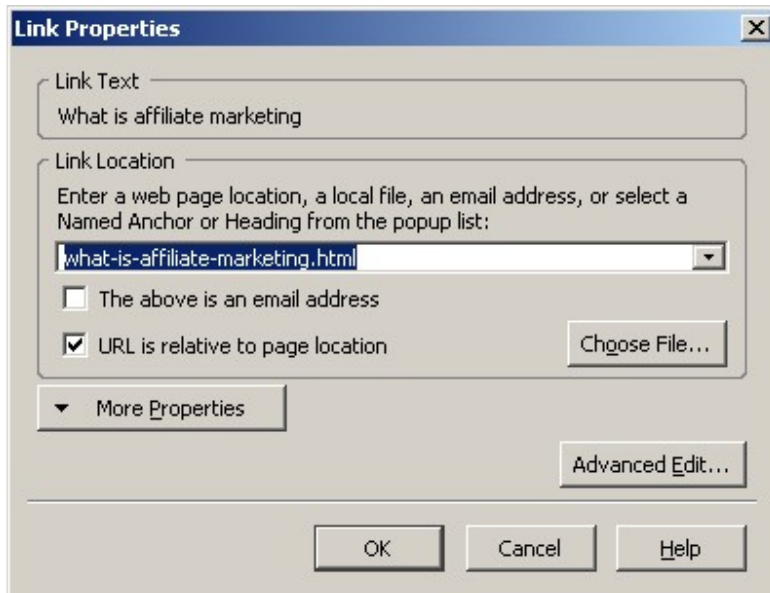
This will remove **Best marketing strategies** link from the menu.

To Edit link text or destination

To change link destination – simply click in the link text and then press the link button.



This will open you Link Properties window.



Just change the location to desired one.

To change the link text - click in the cell and start deleting it from the end by one character at a time till you have deleted whole link information. Then type in the text you want to be the new active link text.

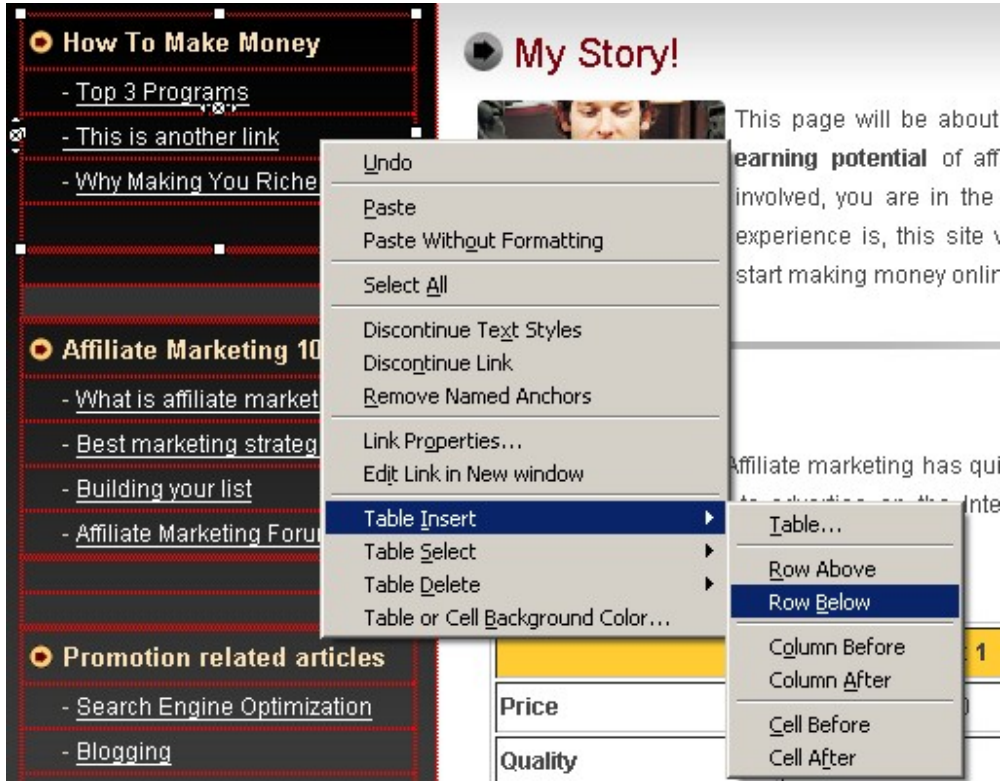
In case you completely delete it, you will need to use the **Link** button to create new link. In some cases links can have more properties, like specific style properties. These can be edited in **Advanced Edit** section.

Adding a new link to the menu

This is pretty simple. However, you must keep in mind the formatting of the cell and the link. Usually one or sometimes both will have extra parameters editable in **Advanced Edit**.

To add a new row to the menu, click the mouse in to the last row and hit the **Tab** button. Usually if this is last row, it will automatically create a new one.

In case it is not the last cell, you can click in the desired place and use right mouse click.

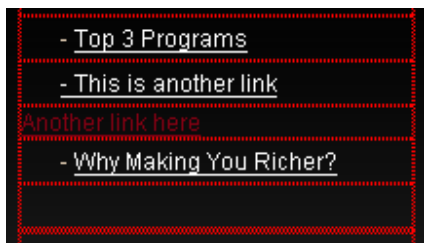


Result will look like this:



As you can see, the row doesn't look the same as other rows. It is smaller in height.

Let's try to add some text, select it, and set up a link. Well, the result we get is:



This looks too different from other menu items? Why?

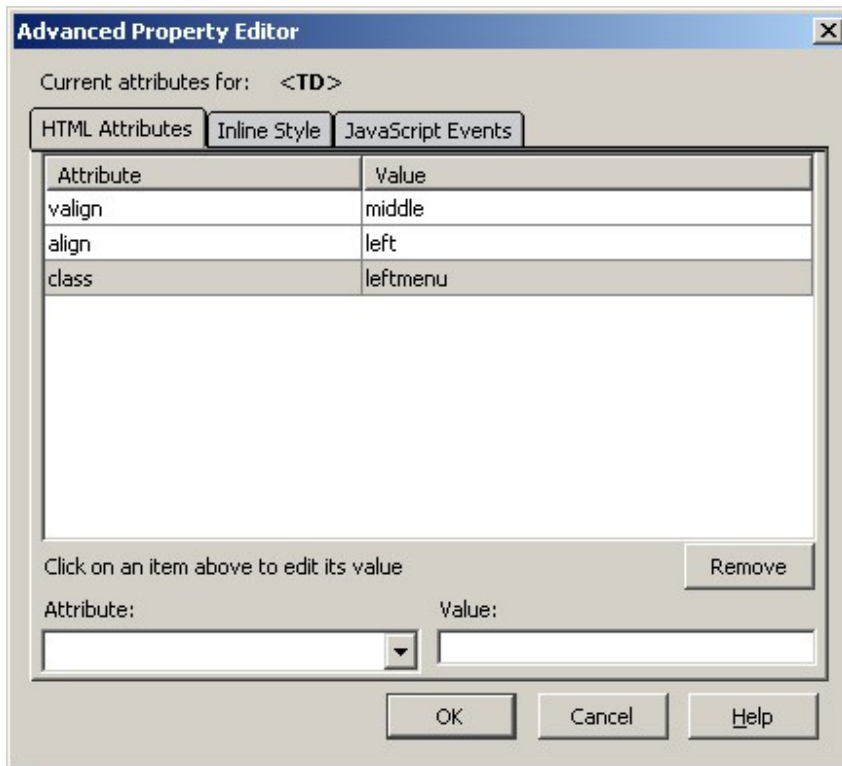
The answer is simple – there are several properties for each row set and you for the new link to look the same you will have to set them for this row as well. This is a very simple task.

Click in the row above, and click on the toolbar button – **Table**.



This will open the **Table Properties** window with tab **Cells** focused. Click the **Advanced Edit** button.

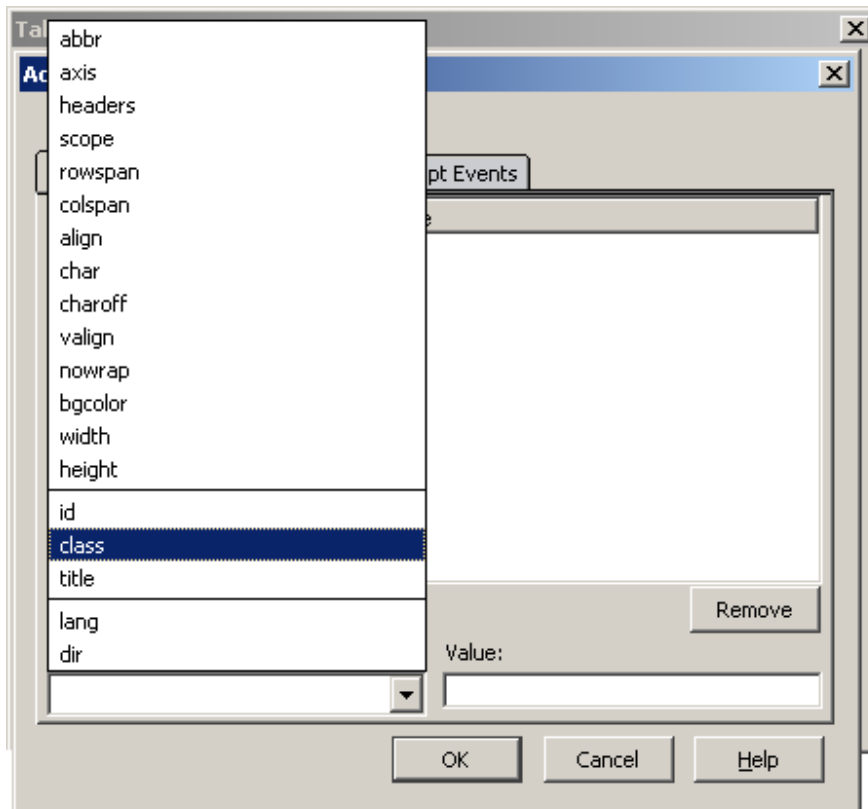
This will allow you to see the following extra details/options.



Now if you want the newly created row to function the same as the other rows then you should set the exact same properties as the other rows. This will make this row display exactly the same so the menu will now function the same as the others do.

Now go to this newly created cell, and click into it, then click on the **Table** button. Open **Advanced Edit** window.

Click on the **Attribute** drop down box. This will open you all properties of the row, like class, align, etc.



Now just pick the same as in the original cell and enter the same values in **Value** field. This will automatically add it to the list.

Some attributes will automatically offer you a default set of values, like **align**.

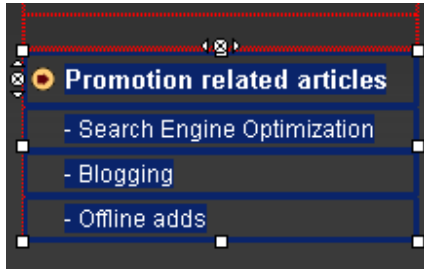
The end result after setting the same properties will make the newly created item in the menu look like the table below:



Now it has the same color, same indent from the left side, same height. All that left is add an – sign before the link to make it the same as the rest links in the table.

In several cases, you will want to create an extra menu block. This can be done pretty easily, using a simple copy and paste approach.

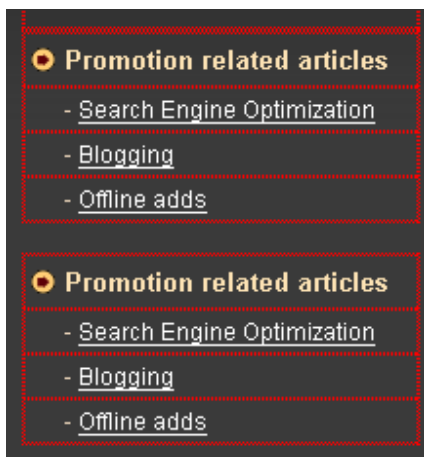
First step is to click in the table (menu) you want to copy. Click right mouse button and pick **Table Select** and then **Table**. This will highlight the selected menu's table like this:



Now, use **Copy** from the **Edit** menu or you can use right mouse click and select **Copy**.

Then position cursor in the place where you want to paste this menu and use **Paste** from the **Edit** menu or right mouse click and **Paste**.

The result will be:



Now you can change and edit this newly copied section into the one you need - change header text, change links, add new links etc.

The same technique can be applied for copying the menu into your other pages, to make all pages the same.

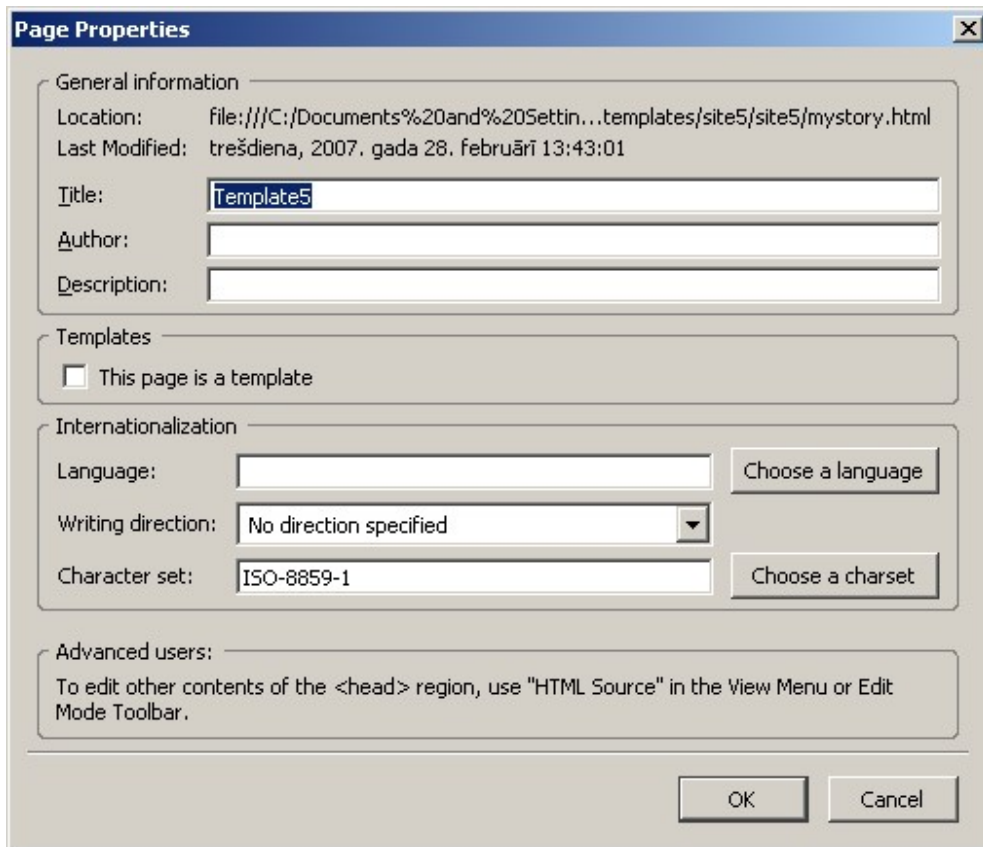
Tricks for search engine optimization

Optimizing your website for search engines is extremely important if you want to make long term income from your websites. The HighProfits.com 'SEO Guide' goes into much more detail, but whilst you are building your website there are a few pointers that you should implement as you go along to save you a lot of work in the future. Once you have read the HighProfits.com 'SEO Guide' you can always optimize your pages further.

In order to optimize your site for search engines, you need to do two important elements for all your pages - **Title** and **Description** settings.

You can view them by selecting **Page Title and Properties** from **Format** menu.

This will open the property window.



You need to fill **Title** and **Description** fields very carefully.

For example, if you have created page about **how to make money online**, your title and description should be along these lines.

Title:

How To Make Money Online Using Affiliate Programs

Description:

*Want to know **how to make money online**? Read our affiliate program reviews and start earning!*

As you can see the main phrase is repeated in both – the title and description tag. It is highlighted in red for easier understanding.

Title usually is about 50-70 characters long and description tag about 150 characters long.

Never use unneeded symbols like ~~~ :;; etc. for decoration, also don't use the website name. All these fields have to be focused on the subject of your page!

For full NVU documentation, please see:

<http://nvudev.com/guide/1.0PR/ugs02.htm>