

## Setting Up Your New Website

Thanks for purchasing the bonus of an entirely built website!

Now you have the luxury of just sending leads directly to an already built page that can help sell the videos for you.

The website is all HTML to make it as simple to install (drag-and-drop) as possible.

For many of you setting this up will be extremely easy, for some of you this may be a completely new experience.

Regardless I'm going to walk you through the entire process with screenshots to ensure that you know EXACTLY what to change and where, to make sure you get paid and have the website live just minutes from now.

If you have not yet gone through the Video Cash Volcano course, ensure that you do so first. Having a familiarity with the course (as well as a bit of help buying domains!) will allow you to simply drag and drop the website onto your server and then start selling!

Before you install the website you'll need a couple things:

#1 Your PayPal Button Codes

#2 Your Domain

#3 Your Email

#4 Hosting Setup For Your Domain

That's it! In the original course I teach you how to get each of these elements setup (minus hosting.)

Now I'm going to show you how to customize your website a bit so you can upload it to your server.

You're also going to need access to an FTP program of some sort to upload your website.

All host provide their own FTP's built into their hosting, however I recommend downloading a 3<sup>rd</sup> party FTP for free (like FileZilla.)

First things first, let's review the website, there are essentially 2 pages, the home page and the inner pages for each specific category.

You can view a live example at [TopTypographyVideos.com](http://TopTypographyVideos.com) – but for ease there are a couple screenshots below.

## Here's The Main Page:

### Website Header Text



*Click To See Videos*

### Why Video?

Online marketing has become an integral part of growing businesses online. Whether you own a small company or a giant corporation, utilizing an effective online marketing strategy, whether in the online realm or in a brick-and-mortar setting, is essential to your success.

Adding videos to small business profiles have shown more than 100% increase in profile views, and up to 90% increase in profit.

More and more small businesses are discovering the benefits and power of online video marketing. Let's take a look at some statistics on video marketing that will help you decide.



#### Videos Add "Wow" Factor

Needless to say, when you add video content to your website or social marketing pages, you attract more visitors. People are more inclined to watch the videos of products or services than they are to read about them. Doing so makes customers more likely to buy the products or services than they would otherwise.

According to video stats, 32% of customers have agreed to the fact that watching product videos makes them more confident in taking online purchase decisions.

In short, videos are eye-catching, effective and add punch to your marketing efforts without demanding a large investment. Videos will make your potential customers in a way that is not possible with text content.

#### Videos Set You Apart From Your Competition

Video marketing is a cost-effective and easier than other marketing methods. Incorporating videos in your website and marketing campaigns can make your business stand apart from other competitors in the market. More than 50% of customers plan to add videos to their website, making it a higher priority than blog integration, Facebook and Twitter. Are you adding videos to your website? If not, it's time to start.

#### Videos Give A Face To Your Brand

Put a human face on your brand. People are more inclined to watch the videos of products or services than they are to read about them. Doing so makes customers more likely to buy the products or services than they would otherwise.

#### Videos Convey Complex Information More Clearly

Why do you keep all the features of your business when you can't just show potential buyers through an engaging video? Simple: you can't.

#### Videos Can Go Viral



87% of mobile video viewers prefer sharing videos with others on the go.

More than 100 million people share and post their own videos, spending over 6 billion hours watching videos.

80% video viewers are likely to share your video if they are happy. Sharing leads to increased exposure, and exposure leads to more sales. It's the best way to reach the most of potential customers in one go.

There are a lot of reasons to add high quality videos to your website and online marketing strategy. Adding videos to your website or marketing plan can make you stand apart from the competition.

*Browse Videos*



WishartMedia.com Copyright 2014

Home | Contact | Videos

And One of the Inner Pages:

# Website Header Text



## *Photography*



After purchasing we'll contact you via email to ensure your video is delivered promptly. If you have any questions regarding the delivery, payment or about the videos, please contact us!



WebsiteURL.com Copyright 2014

[Home](#) | [Contact](#) | [Videos](#)

The home landing page which has a slider up top and a header as well as some information and stats about video and its importance in marketing.

This is to help sell for you. There are also numerous links to the inner video pages to get buyers to the buy page.

The other pages are niche specific.

Each has its video embedded in the page as well as a header and a buy button beneath. There is text you can edit beneath the video if you so desire.

There is a huge top banner on this (also customizable if you want to change it.) There are multiple pages like this, one for each niche.

There are a lot of elements you can customize on the page, and a few you HAVE to customize.

First I'm going to show you what you'll be customizing, then I'll show you how. What you'll be customizing:

## The Header (On Each Page)

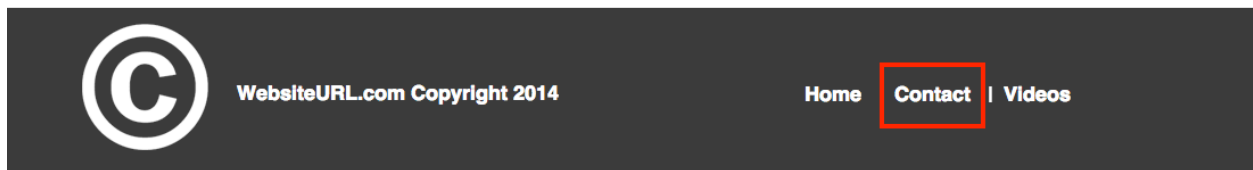
# Website Header Text



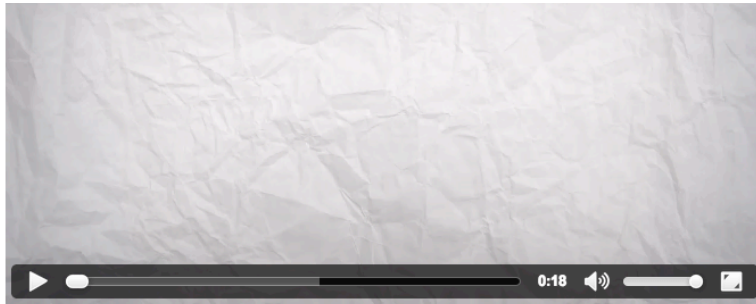
## Your Email In The Footer (On Each Page)



After purchasing we'll contact you via email to ensure your video is delivered promptly. If you have any questions regarding the delivery, payment or about the videos, please contact us!



## Your PayPal Button Code (On Each Inner Niche Specific Page)



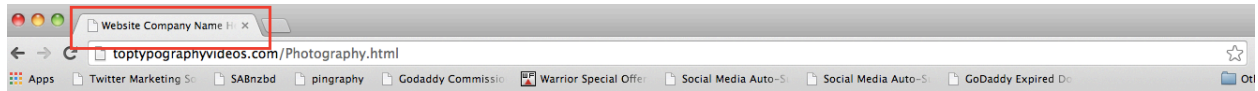
After purchasing we'll contact you via email to ensure your video is delivered promptly. If you have any questions regarding the delivery, payment or about the videos, please contact us!



WebsiteURL.com Copyright 2014

[Home](#) | [Contact](#) | [Videos](#)

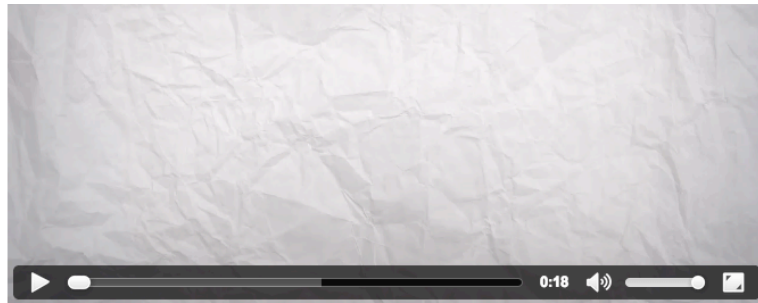
**The Title (Shows in Address Bar – On Each Page)**



# Website Header Text



## Copyright URL (On Each Page)



After purchasing we'll contact you via email to ensure your video is delivered promptly. If you have any questions regarding the delivery, payment or about the videos, please contact us!



That's it!

You may be familiar with editing a bit of code, if you're not – DON'T WORRY! If you can use a text editor you can do it, I'll show you EXACTLY what to change!

You can also change a few other things if you'd like, for example, the content below the Buy Now button or the header images, but that's optional.

Let's dig in!

So we have a few elements to change in our code before we can upload our site. By now you should already have your URL for your site, your email to contact you and your PayPal button codes. That's all you need to change the codes over.



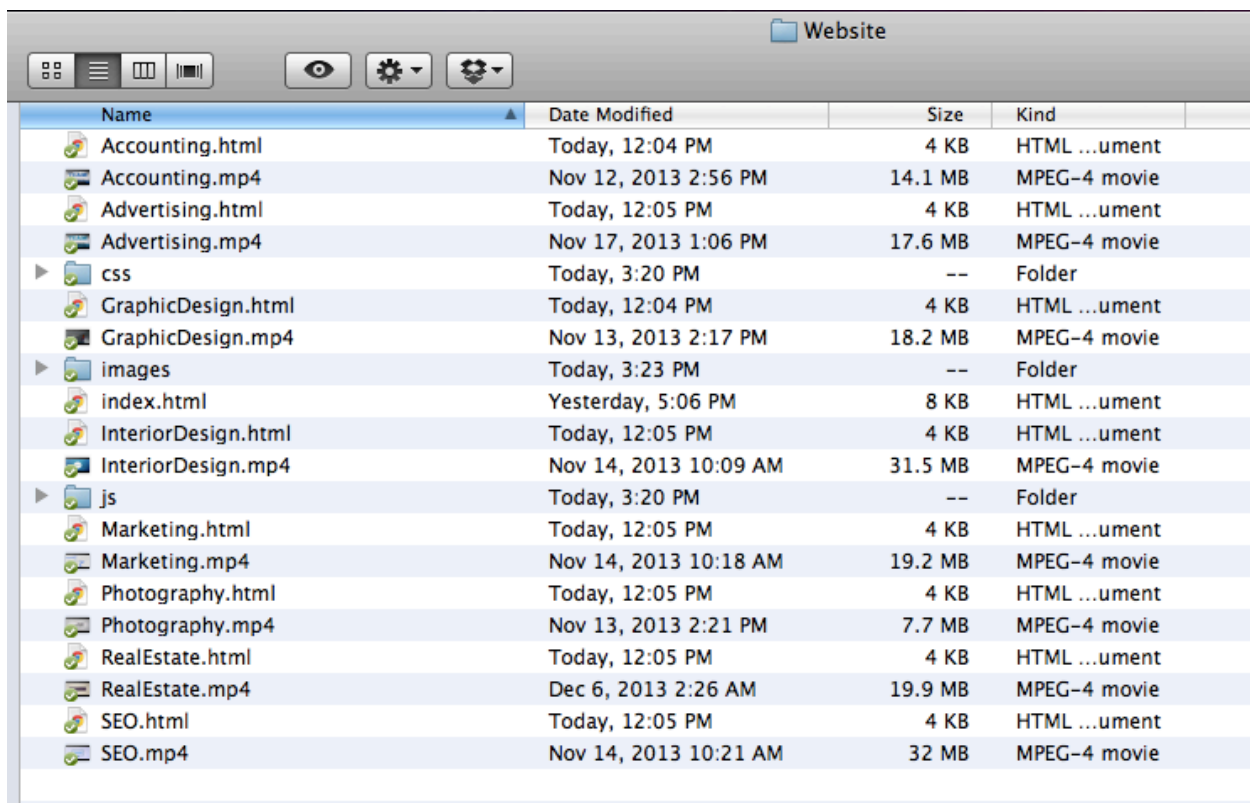
I recommend going through and changing all the elements and then moving onto the next (i.e. do all the headers, then do all the titles, then do all the urls, etc. etc.)

Here are instructions for changing each.

Unzip the zipped up file which contains your website and navigate through each of the documents.

Each should be opened with a generic text editor to edit the HTML.

Your folder should look like this if you purchased the 8 pack of videos (and similar if you purchased the 3 pack)



Name	Date Modified	Size	Kind
Accounting.html	Today, 12:04 PM	4 KB	HTML ...ument
Accounting.mp4	Nov 12, 2013 2:56 PM	14.1 MB	MPEG-4 movie
Advertising.html	Today, 12:05 PM	4 KB	HTML ...ument
Advertising.mp4	Nov 17, 2013 1:06 PM	17.6 MB	MPEG-4 movie
css	Today, 3:20 PM	--	Folder
GraphicDesign.html	Today, 12:04 PM	4 KB	HTML ...ument
GraphicDesign.mp4	Nov 13, 2013 2:17 PM	18.2 MB	MPEG-4 movie
images	Today, 3:23 PM	--	Folder
index.html	Yesterday, 5:06 PM	8 KB	HTML ...ument
InteriorDesign.html	Today, 12:05 PM	4 KB	HTML ...ument
InteriorDesign.mp4	Nov 14, 2013 10:09 AM	31.5 MB	MPEG-4 movie
js	Today, 3:20 PM	--	Folder
Marketing.html	Today, 12:05 PM	4 KB	HTML ...ument
Marketing.mp4	Nov 14, 2013 10:18 AM	19.2 MB	MPEG-4 movie
Photography.html	Today, 12:05 PM	4 KB	HTML ...ument
Photography.mp4	Nov 13, 2013 2:21 PM	7.7 MB	MPEG-4 movie
RealEstate.html	Today, 12:05 PM	4 KB	HTML ...ument
RealEstate.mp4	Dec 6, 2013 2:26 AM	19.9 MB	MPEG-4 movie
SEO.html	Today, 12:05 PM	4 KB	HTML ...ument
SEO.mp4	Nov 14, 2013 10:21 AM	32 MB	MPEG-4 movie

## The Header (On Each Page)

Navigate to the first file, index.html. This is your home page. Open this up with your text editor. Now find the following line of code at the top (hint: If you're having problems finding it, you can CTRL + F to search the document)

```

<!doctype html>
<html>
<head>
<meta charset="utf-8">
<title>Website Company Name Here</title>
<link href="css/all.css" rel="stylesheet" type="text/css" media="all">
<script type="text/javascript" src="js/jquery-1.8.3.min.js"></script>
<script type="text/javascript" src="js/jquery.main.js"></script>
<!--[if IE]><script type="text/javascript" src="js/ie.js"></script><![endif]-->
</head>
<body>
<div id="wrapper">
  <div class="w1">
    <div class="w2">
      <div class="w3">
        <div class="inner-holder">
          <header id="header">
            <h1><a href="index.html">Website Header Text</a></h1>
          </header>
          <div class="carousel">
            <div class="mask">
              <div class="slideset">
                <div class="slide">
        <source src="Accounting.mp4" type="video/ogg">
    </video>
</div>
<div class="button-buy">
    <a href="INSERT-PAYPAL-BUTTON-CODE">Buy Now</a>
</div>
<article class="text-box">
    <p>After purchasing we'll contact you via email to ensure your video is delivered
. If you have any questions regarding the delivery, payment or about the videos, please contact us!</p>
</article>
</div>
</div>
</div>
</div>
</div>
<div>
<div class="footer-holder">
    .....
```

For this one, you'll only be editing the code for the inner video pages  
(Advertising.html, Photography.html, etc etc etc.)

Open each page and scroll down to where you see **INSERT-PAYPAL-BUTTON-CODE**  
and put your PayPal button code that corresponds to the page. Remember how  
you made button codes?

Pop those in here!

Ensure that you keep the code within the quotes!

Go through and do this on all of your inner pages, if you purchased the big  
package that's 8 pages, if you purchased the smaller package, that's 3 pages.

## The Title (Shows in Address Bar – On Each Page)

```
<!doctype html>
<html>
<head>
  <meta charset="utf 8";
  <title>Website Company Name Here</title>
  <link href="css/all.css" rel="stylesheet" type="text/css" media="all">
  <script type="text/javascript" src="js/jquery-1.8.3.min.js"></script>
  <script type="text/javascript" src="js/jquery.main.js"></script>
  <!--[if IE]><script type="text/javascript" src="js/ie.js"></script><![endif]--
</head>
<body class="inner">
  <div id="wrapper">
    <div class="w1">
      <div class="w2">
        <div class="w3">
          <header id="header"><h1><a href="index.html">
          <div class="slider">
            
```

This is towards the top and is on EVERY page.

It's within the <title> tags, and will say "**Website Company Name**" by default. For me I would change this to **Top Typography Videos**.

Do this for every page, including the index and all inner pages. Save each page and move on.

## Copyright URL (On Each Page) Last one!

```
<footer id="footer">
  <div class="footer-holder">
    <div class="info">
      <span>&copy;</span>
      <div class="copyright">
        <p><a href="index.html">WebsiteURL.com</a> Copyright 2014</p>
      </div>
    </div>
    <nav class="nav">
      <ul>
        <li><a href="index.html">Home</a></li>
        <li><a href="mailto:email@email.com">Contact</a></li>
        <li><a href="Accounting.html">Videos</a></li>
      </ul>
    </nav>
  </div>
</div>
```

This code is located at the bottom... Change **WebsiteURL.com** to your website URL, in my case it would be [TopTypographyVideos.com](http://TopTypographyVideos.com).

Go through and do this for every page, inner pages as well as your index page. Save your pages and then...

## You're Done Editing!

What's next?

By this point you should have a fully ready to upload website.

Now the actual upload process will vary depending on the FTP program you're using and while I cannot walk you through the FTP support for each and every one of you, all that's left is uploading the entire content of the website to the ROOT directory of your website.

If you need specific help with this, look on your host support pages or on YouTube for "How To Use FTP" or "How To Upload To The Root Directory."

If you're REALLY in need of some help, call up your host, most (like Hostgator and GoDaddy) will gladly walk you through accessing this over the phone.

The file structure should remain identical to how you unzipped the package (and what was seen above) – this is as simple as dragging and dropping the entire file structure over to your FTP.

Once you've done this navigate to your website and click around, make sure every button works, make sure your PayPal buttons navigate you to the PayPal payment page.

Make sure the email button at the bottom opens a mail to the correct email address and make sure everything looks properly formatted.

After testing everything, you're ready to go SELL.

Continue on with the course and make note of each of the URL's.

For some of you, you may want to send your visitors to the home page, some of you may want to send visitors directly to the page where they can view the video.

This will vary depending on how your conversations are going, but either way, you now have an entire website ready to go!

-Spence & Sean

P.S. If you have any trouble at all, please contact support at:

[support@simplifiedigitalsolutions.com](mailto:support@simplifiedigitalsolutions.com)