

Hello and welcome to Video #3. This is HTML Editing Basics. Now that we have organized everything in the previous video, now, I want to show you the software tool that you're going to use, which we talked about in Video #1 very, very briefly, and show you around and show you how easy it is so that you can begin to understand how you can edit your sales page and your Thank You page and any other future HTML pages that you run into.

So, first things first, all you need to do is go to a website called Kompozer.net. That is K O M P O Z E R dot net. And then of course, go to Downloads, and then of course, you can pick and choose the operating system that you are using whether it is Windows, Mac, or Linux. And then of course, under Windows, if you go under here, you will find two columns. The first column is the installer, which basically will automatically install it onto your computer. So, that's highly recommended or you can just download the zipped archive. When you download the zipped archive and you unzip it, you can actually run the program immediately in that zipped file. So, that's really the main difference.

Of course, let's go ahead and open up Kompozer here. So, go ahead, find it, and open it up. As you can see here, very, very simplistic; really, really similar to Microsoft Word. So, if you know how to use Microsoft Word, this is just as simple without all these other features. Microsoft Word is actually a lot more complicated than this tool. That's why I want to show you, editing HTML does not require you to really know how to program or code. Let me walk you through step-by-step so you know exactly how to use this tool. Up at the top, you can save, you can publish. But the things that you're going to mainly use is this box here.

This white box allows you to add text, like you would normally do in Microsoft Word. So, let's say for example that we have, we'll just say, "Thank you for purchasing this product" and then of course, "Download Link 1" or something and "Download Link 2". If we go across here, you can create links, you could add images, you could create tables, you can create forms. You're really, really going to do this. You're pretty much going to do links, images, and tables. That's generally speaking, what you'll be using. Most of the time, if you're editing an existing HTML page, you don't have to deal with tables. It's mainly links and images and then of course, font, sizes, different types of fonts – this is the font type; we have the color of the text, and then of course, you have the highlighter, so you could make a highlight of yellow. You can decrease the font size, increase the font size, bold, italicize, and underline. So, we highlight this one here, I can make it bigger as you can see here. I can even make this bigger as well. And I can change not the font. Let's say, this is not Arial so I can make it Arial. And then of course, I can bold it, I can italicize it, and I can underline it.

And then of course, you can change the font. Just highlight it, choose the font. We'll do something like a dark red. And there you go. So, very, very similar to Microsoft Word. And then of course, you can create links so you can highlight these and then make a link. So, then you enter the link location. I'm going to show you how to create the download page. It's super easy but, if you just simply link it to ... you could link it to a site like google.com or you can link it to yourdomain.com/filename.zip and then of course, you just press Okay.

Those are direct links. Now, what about these options down here? If you were to link to say, something for example, www.google.com? So, you're linking it to a web address. If that's the case and you want people to stay on your page, you can click 'Link is to be opened in a brand new window'. I like to use it all the time because a lot of times, if somebody clicks on that page, I want them to stay on that page but then when they click the link, they get sent to a different window. Of course, you could set the option to 'The same window', current frame set, and a current frame. I very, very rarely have used these other options. Really, 99% of the time, I use this and that's it. Press Okay and you're good to go. That's how to use links.

As far as images go, you can just click on Image. Before you do that, you need to pick and choose where you want the image to be, right? If I click here, click on Image, and then of course, you can browse and find the image. So, let's just go over here to find some images. And we will use this one ... actually we'll use this. Now, in order for this to work, you can see online that this works – image location points to my computer. Now, this is a common problem that a lot of people encounter is that when they upload this to their site, they wonder why in the world isn't this working? And the reason why is it's pointing to your computer. You want it to point not to your computer but to your web hosting account, right? In order for that to work, we would just enter the file name itself. So, that's what we would do here. For the sake of just showing you how all that works, I'm going to go find a picture; so we're going to find a picture ... let's say, we'll just choose this one here and maybe this one here. Let me go to my website files and you can enter them into your Images folder or you can enter them here. Let's just put them in the Images folder here. We'll call this Businessman in red button, and we'll leave it in there.

So, let's say that we'll just put this file in this folder. Let's just click Save. I'm going to call it Test. Okay. We're going to save the test.html file into this folder. Now, remember, the images are in this folder so I can even leave it in there you can even put the images outside in the save level as the test.html. In fact, if you do that, I can guarantee you, it's going to be a lot easier. I'll show you how and why that is easier. If I go over here and I click on Image and I find that location, let's just click on the red button one, you can see now that the image location is pointing to redbutton.jpg, which is the image file. Now, if we do that and then of course, the alternate text is ... you want to enter a text that describes this image to make it SEO friendly, so we say something like 'red button', press Okay, and there we go. So, now when you upload the files straight to your web hosting account, you are actually going to see the image. It is now linking to the image. If you want to decrease the size of it, of course, if I double-click the image and I click on Dimensions and Custom Size, you always want to click Constrain here. And then, what that means is when we change the width, the height will automatically change. So, if we change it down to like 350, we can size it down.

There are other different options as well. If we ... there's spacing like align text to the bottom of the image, the top, the center, or wrapped around it. So, what that means is you wrap around them tight and we just create text here. We can put the image in the text and the text will actually wrap around the image. Like I said, the whole goal of this particular video is just play around, have fun, and don't worry about making mistakes; that's the whole goal, all right?

The next thing, you can also highlight this. You can left align, center align, or right align, or even justify. You can also create bullet points. For example, if we had, say we go down here, you could highlight these and you could create them into number bullet points, as you can see down here, and we'll make it bigger. If you don't want it numbered and you just want bullets, you can click the bulleted list, and have bullets. You can also indent it or push it back to the left side. So, really what it comes down to, that's really what you're going to use. Most of the time, you're just going to change the style, the look and design of the text. And second of all, generally speaking, you will create links and of course add images. That's about it. I'd say 99% of the time, that's what I do. Very rarely do I ever use any of these other options here. So, now that you understand how to use it and play with it, now, we're going to kind of transfer everything that we have been taught here, over to the customization of the sales page and the Thank You page in the next video.