

So, now that you know the basics of HTML, in Video #4, we are going to talk about customizing your sales page and your Thank You page. Now, all you have to do is simply open up the sales page and the Thank You page. If you don't have a Thank You page, generally speaking, it's super easy to do. I will actually show you how to do all that in the next video. This video is just taking what we've learned in the previous video, which was HTML Basics and utilizing Kompozer to do just that. Now, all we need to do is simply open the files up.

We have the index.html file, which generally speaking is the sales page. And then of course, you have the Thank You page. I'm going to clean this up and delete the files that we don't need, that we used in the previous video. Now, to open them up, all you have to do is select the file, right click, Open With Kompozer. You're going to notice that the Kompozer that you're using is actually C O M P O S E R. Strangely as it is, I don't know why they do that, but for whatever reason, the file that you download is Kompozer, like an actual 'composer' versus the actual website. So, just keep that in mind but when we open it up, this is what we're going to see. We can see that there is the sales page inside of Kompozer. As you can see here we've got a background image, we have a header, we have some text – we have the headline, sub-headline, we have the sales page introduction, we have the image; and if you click with the left click of your mouse, so that you can kind of just see what they are. So, we've got images, we have text, images, we have text, keep going down, we have a little 'call to action', we have some, image here, 'call to action', order button, and final sign off.

Now, in this case, you could use this if you wanted to, and you could link this to your PayPal link. Or you could simply add the PayPal button here, which is what I would normally do in this case. Just because PayPal is well recognized, so most of the time if someone sees a PayPal button, they are okay and they will buy through it. But that's up to you. That really depends on your market. So, if you want to use these types of buttons that are made for you, you can. Some people do. Some people don't. But some things are here; some things are not here for your sake and for your use. Some people like to use certain things; some people don't. Just because everything is here doesn't mean that you have to use everything. In fact, you can hire an outsourcer to redesign the graphics if you choose to do so. In fact, I highly recommend that you do that because it doesn't look like everybody else. That's one little tiny step that you can do to really stand out, so that you're not competing with everybody else.

The nice thing about private label rights is it creates that foundation. So, you have access to a video course that you don't really have to change. You just have to choose the graphics, and then make it look unique. As you can see here, we've opened this up and we can customize it with your names. Your name here will just say John Doe or something. You can change anything you see, so anything you can click, you can change. It's only text, just like Microsoft Word. So, we can click this and even ... and we can link this, if we want to; we can resize it if we want to. Although I don't recommend that you do that, otherwise, it will distort everything. But you can also go down here; you could change the size of the image. So, we could go to dimensions, we can make it smaller like so. And sometimes, you'll get this error that says, "The image is only relevant to the content of the document." What that means is that you just need to enter the alternate text, which describes what this particular image is all about. This is just a great way to

make your images more search engine friendly so that if somebody gets onto your page and they're blind or disabled or anything like that, their system or their program usually won't tell them what is actually on the page, so they know. So, it's just a great way to make it friendly to everybody else but at the same time, Google likes that kind of stuff. They like it when you're trying to be friendly with all different types of people; and that will actually get you higher rankings. That's not the only thing that will get you higher rankings, but that will definitely help you overall. That's really how to do it. If you click on this link here, and you go to Link, you can actually link it. So, if you want an image to go to a webpage, or like Google.com or like any webpage that you want, you simply click it. Click on Link and enter the link here. That's it!

That's how to kind of navigate the sales page. If you go down here and you click on the Source tab, this will allow you to see the source code. I'd say 99% of you who are coming in don't even know what this means and that's fine if you don't. That's the whole beauty of this strategy is you don't need to know HTML. I'm going to click and save on that. So, I customized it with my name.

The next thing we're going to do is we're going to go do our download page. Now, remember what we figured out earlier is we are going to give these two files. I'm going to open up the Thank You page. We see that there are 9 different videos here. It doesn't necessarily mean that we need to have 9 links because in this case, we actually have one zipped file containing all 9 links, right? In this case, all we need to do is simply have this here and just have two download links. I'm not going to show you this right now. I'm actually going to show you this more in the video after this, when we talk about the download page, and how to make it so that we connect everything correctly. So that when we upload the files to your website, everything is going to actually work. So, there's a process here.

We can edit the text here – "Thank you for your order." You could put your name here. You could customize it. It says, "To view the video, simply click each title below." In this case, we're just going to say, "To view the video, simply click each ..." "simply download the files and watch." And that's it.

Now that you kind of have a kind of familiarization of how the tool works/how to edit the page, now, we can actually customize the Thank You page and make sure that these two zipped files are connected, so everything works when you upload it to your website.