How To Upload Your Newsletter

Using The WS_FTP Client
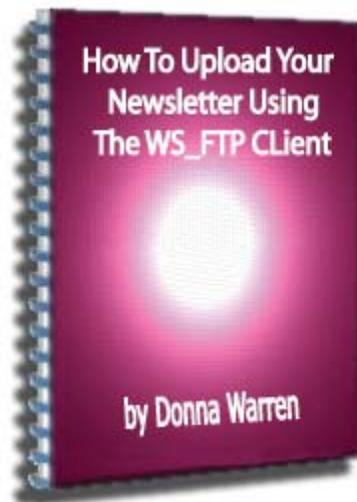
Welcome,

Hi, my name is Donna Warren. I'm a certified Webmaster and have been teaching web design at a local college part-time for several years. I created this training manual so my online newsletter-hosting customers could upload the current issue of their newsletter by themselves each month.

You can do this training either before or after your do the training on how to modify the web page templates. I included a separate practice file for this part.

Enjoy the exercises and if I can be of any further assistance [email](#) me. I usually will respond within 24 hours unless I'm out of town.

Peace,
Donna Warren
Owner, DPW Enterprises

Introduction

Ultimately, you want to put your newsletter on a web server so your visitors can read it using their web browser. Although there are several others, the most commonly used web browsers are Internet Explorer, Netscape, Firefox and Opera. Once you've created your web page, you need to upload it to a web server.

Uploading means you are going to copy the local HTML file you created on your computer's hard drive to the hard drive of the web server. We are going to use the free version of the WS_FTP client to accomplish this task.

Necessary Items

There are several things that need to be done to put your web page on a web server.

- An FTP client must be installed on your computer
- All paths to the associated files must be checked to see if they are correct
- Each individual file associated with the newsletter must be uploaded to the server
- The newsletter must be tested to make sure everything is working properly
- The newsletter hyperlinks must be tested to see if they work properly.

I will explain what each one of these steps is and why it's necessary. Then, we will do all of these things in this lesson.

So, let's begin.

Installing the WS_FTP Program

First, we are going to install the WS_FTP program. It is an FTP client. FTP stands for File Transfer Protocol and is the method used to upload and download files on the Internet. We'll be using this program to upload your practice newsletter to your storage space on a web server. Your newsletter must be stored on a web server so your visitors can access them over the Internet using a web browser.

The WS_FTP client included with this training is a free FTP client. There is a professional version of the client that has some nice additional features but the free client is all most people really need. The install file was included in the self-executable zip file you downloaded. The program icon looks like the icon in Figure 1 below.

Figure 1

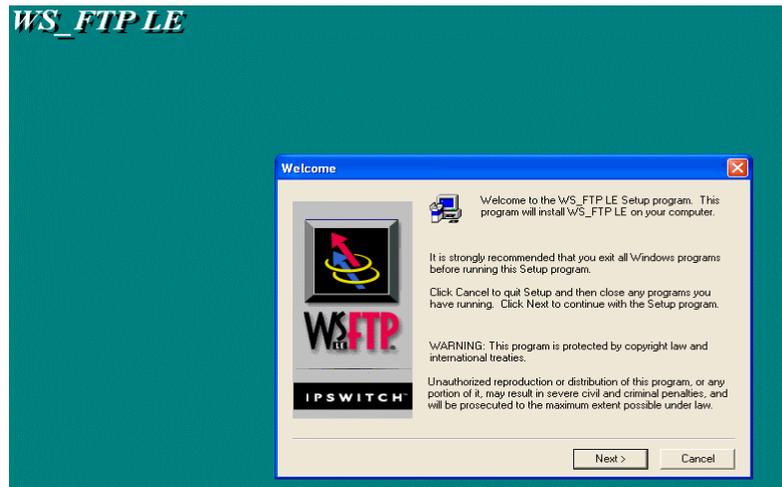Double click on the icon to stat the installation program. You will get the screen shown in figure 2.

Figure 2

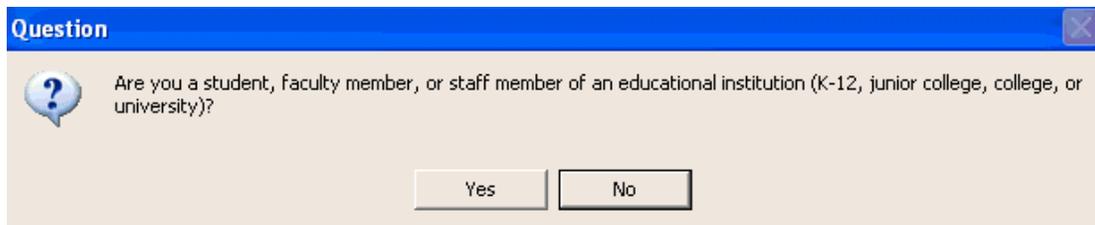Click *Next*. The screen in Figure 3 will appear.

Figure 3

Click *No*. The screen in Figure 4 will appear.

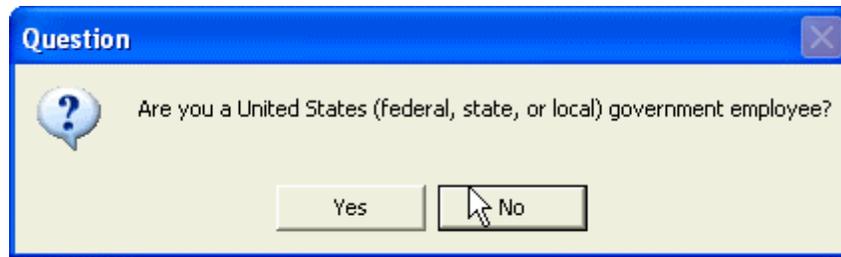Visit DPW Enterprises Web Design and Hosting for all of your web design and hosting needs.   4

Figure 4

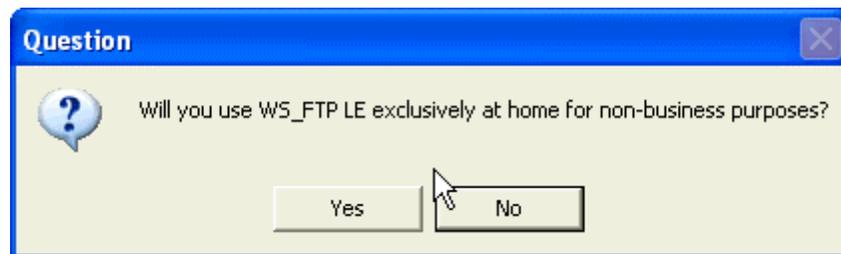Click *No* again. The screen in Figure 5 will appear.

Figure 5

Click *Yes*. Even though your newsletter may be used for business purposes, the primary use of this program will be personal. The software license agreement will appear as shown in Figure 6.
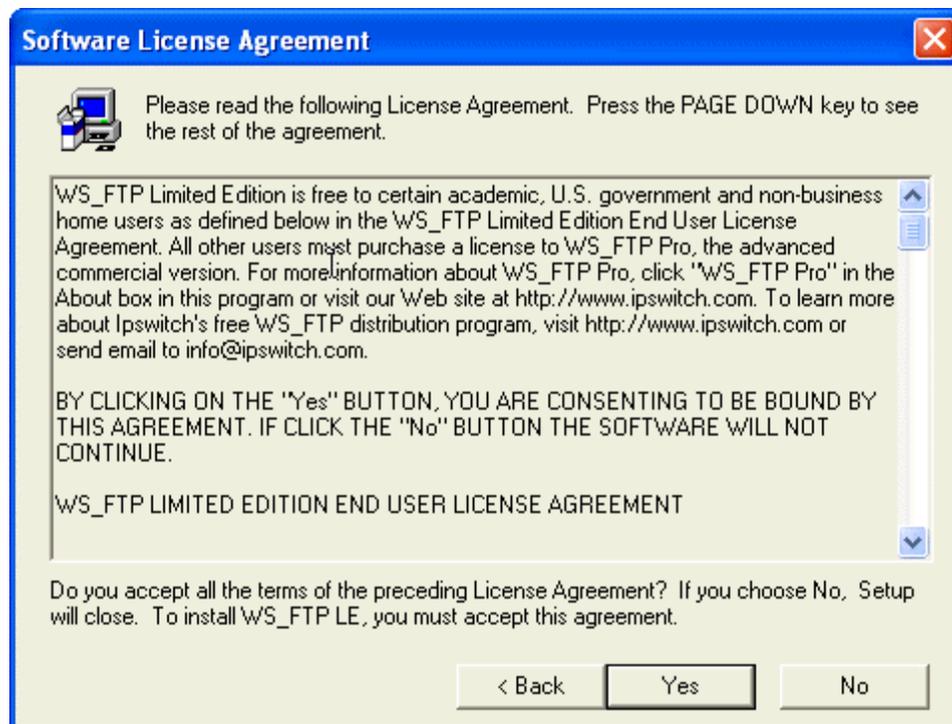

Figure 6

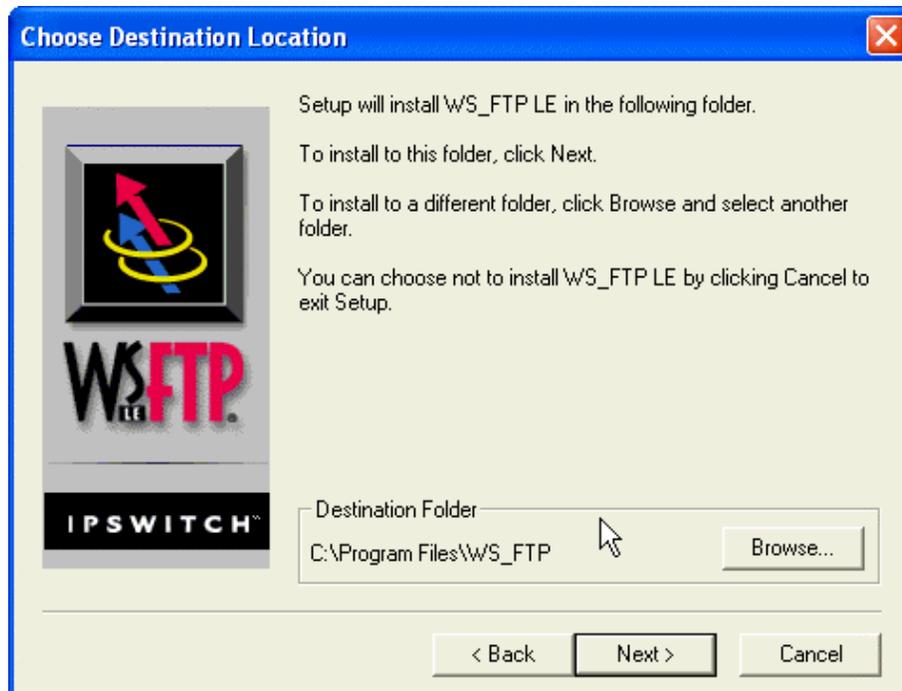Click *Yes*. The screen in Figure 7 will appear.

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Figure 7

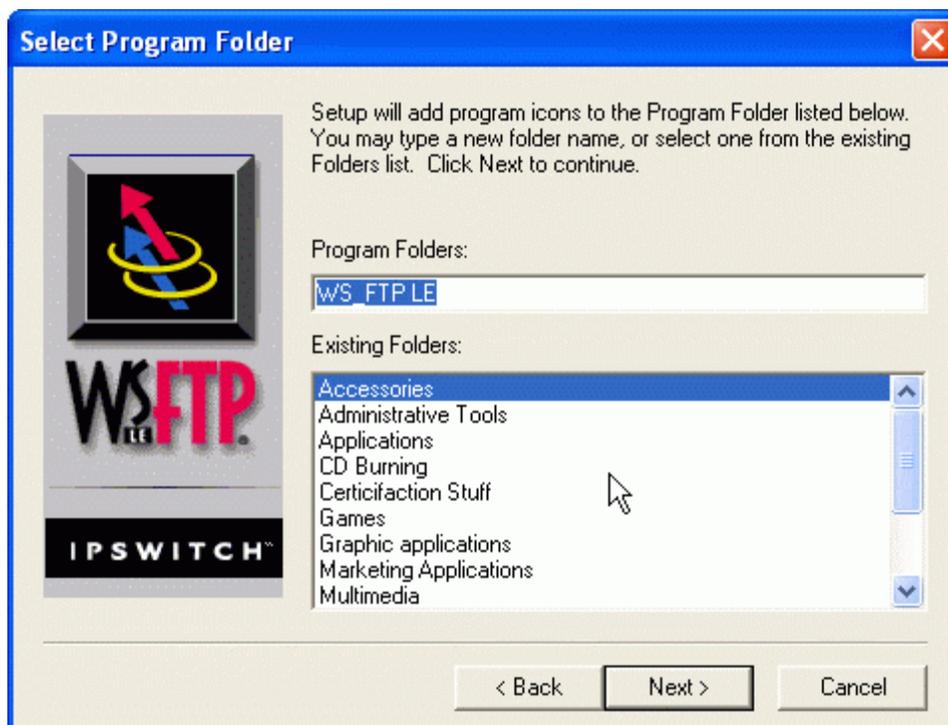Click **Next.** The **Select Program Folder** Screen in Figure 8 appears.

Figure 8

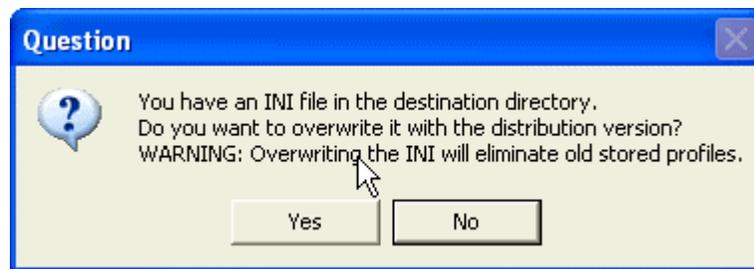Click **Next**. You may receive the warning message shown in Figure 9.

Figure 9

If you do get this message, click **Yes**. If you don't get this message, the **Setup Complete** screen in Figure 10 will appear.
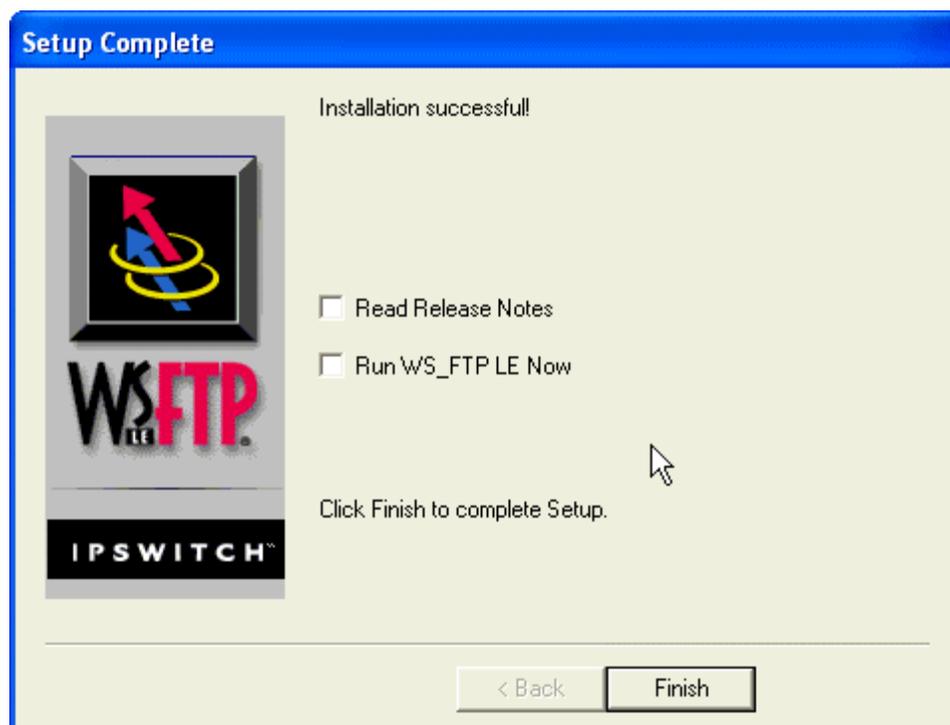
Figure 10

Click on **Finish**.

Some General Information

I created this training material using Microsoft Word 2000, on a computer running Microsoft Windows XP Pro.

Windows 98, 2000, XP and ME all work approximately the same way. The user interface looks a little different in each version of the operating system and some things work a little differently. I have a second computer running Windows 2000 on my desk as well as a third one running the Linux operating system.

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In this lesson, I will only provide screen shots from the machine I am creating this document on (running Microsoft Office 2000 on Windows XP Pro) unless the 2000 operating system is different enough that I think you might get lost and be unable to figure out what to do.

If the Windows 2000 operating system is different enough, then Windows 98 or Windows ME probably are also. If you can't figure something out, email me. I normally will answer within 24 hours unless I'm out of town.

Opening the WS_FTP Program

If you use Windows 2000, select *START->Programs->WS_FTPLE->WS_FTPLE* as shown in Figure 11. Your menu may look a little different depending on what programs you have installed on your computer.
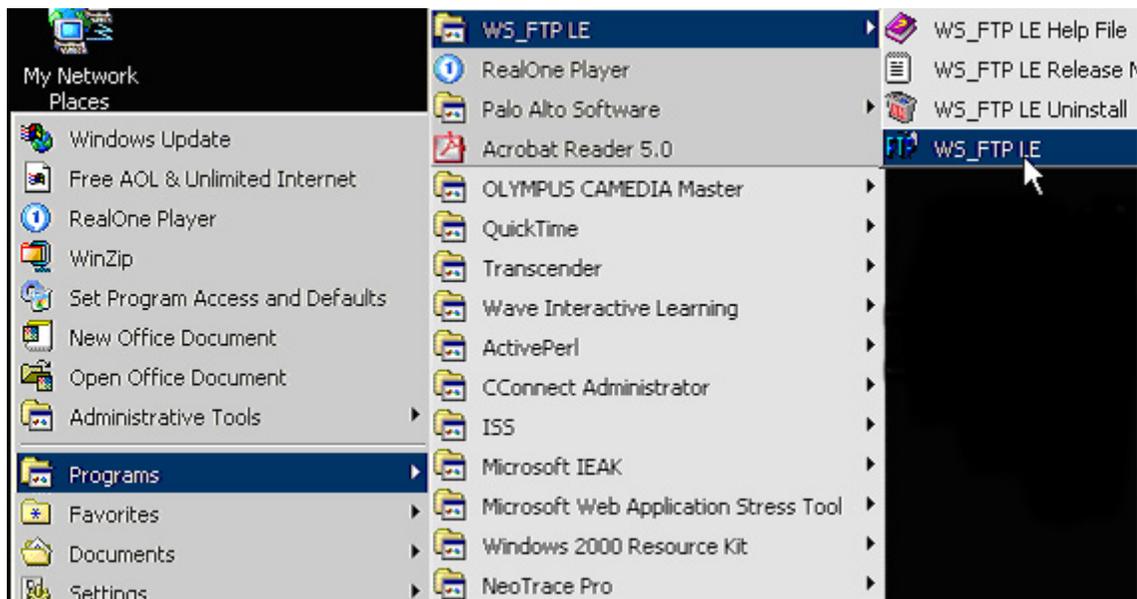

Figure 11

If you use Window XP, select *start->All Programs->Ws_FTPLE->Ws_FTPLE* as show in Figure 12.
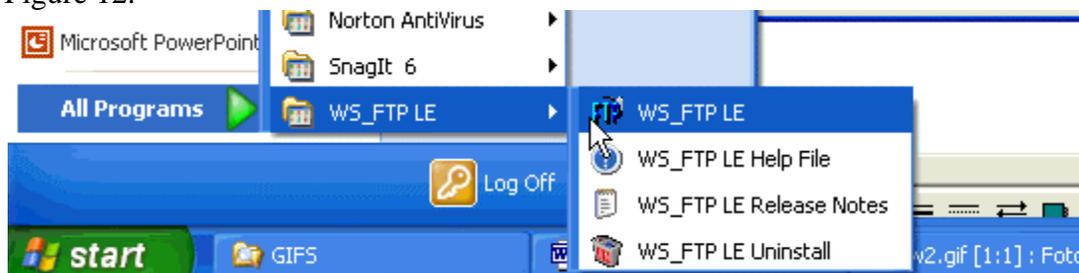

Figure 12

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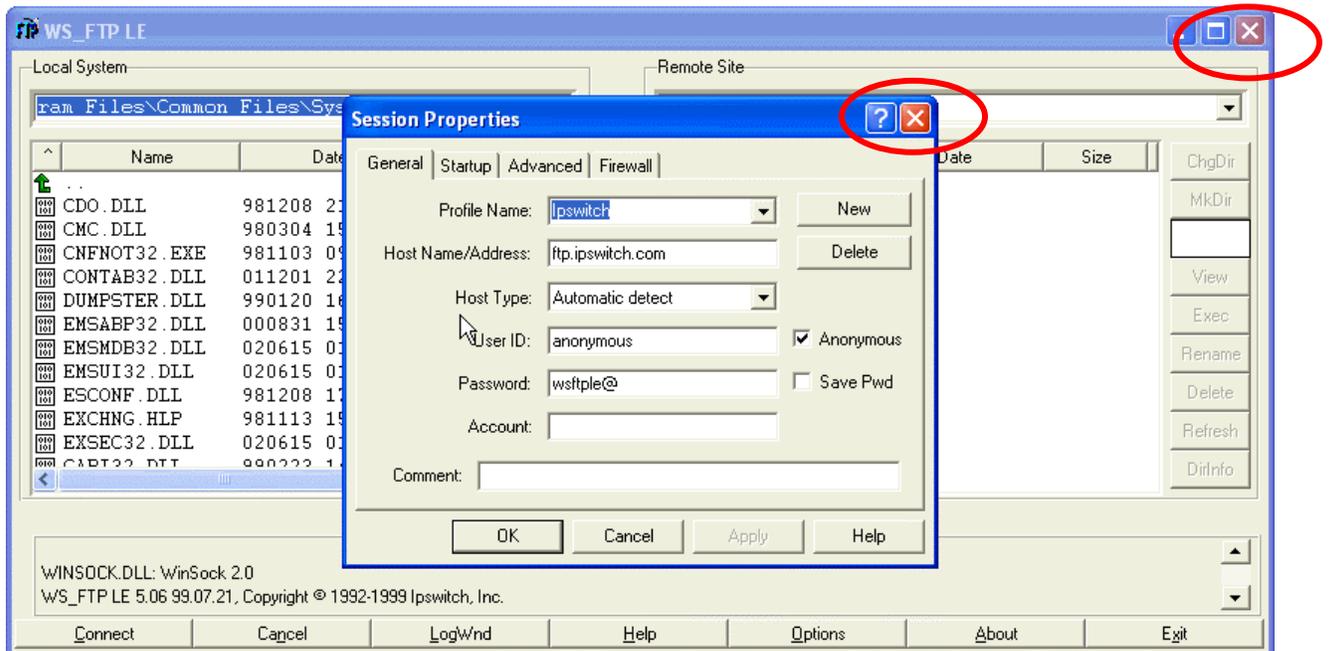
The screen shown in Figure 13 will appear.

Figure 13

The WS_FTP client is now installed and working. Click on both Xs, circled in red in figure 13 to close the application. We will discuss how to use this application later in this lesson.

Congratulations! The WS_FTP program is now installed.

Next, we will prepare your newsletter for uploading.

Creating An Upload Folder

The next thing you need to do is create a new folder in you're *My Documents\newsletter* folder. The self-extracting zip file should have created the *newsletter* folder for you. In Your *My Documents* folder highlight the *newsletter* folder circled in green in Figure 14, then select *new->folder* as shown circled in red circled in red in Figure 14 for Windows XP on the left and Windows 2000 on the right. I have selected the folders option on the left. The folders option on the left isn't visible with the menus open. I did not select the folders option on the right but the folders option is circled in blue on the right.
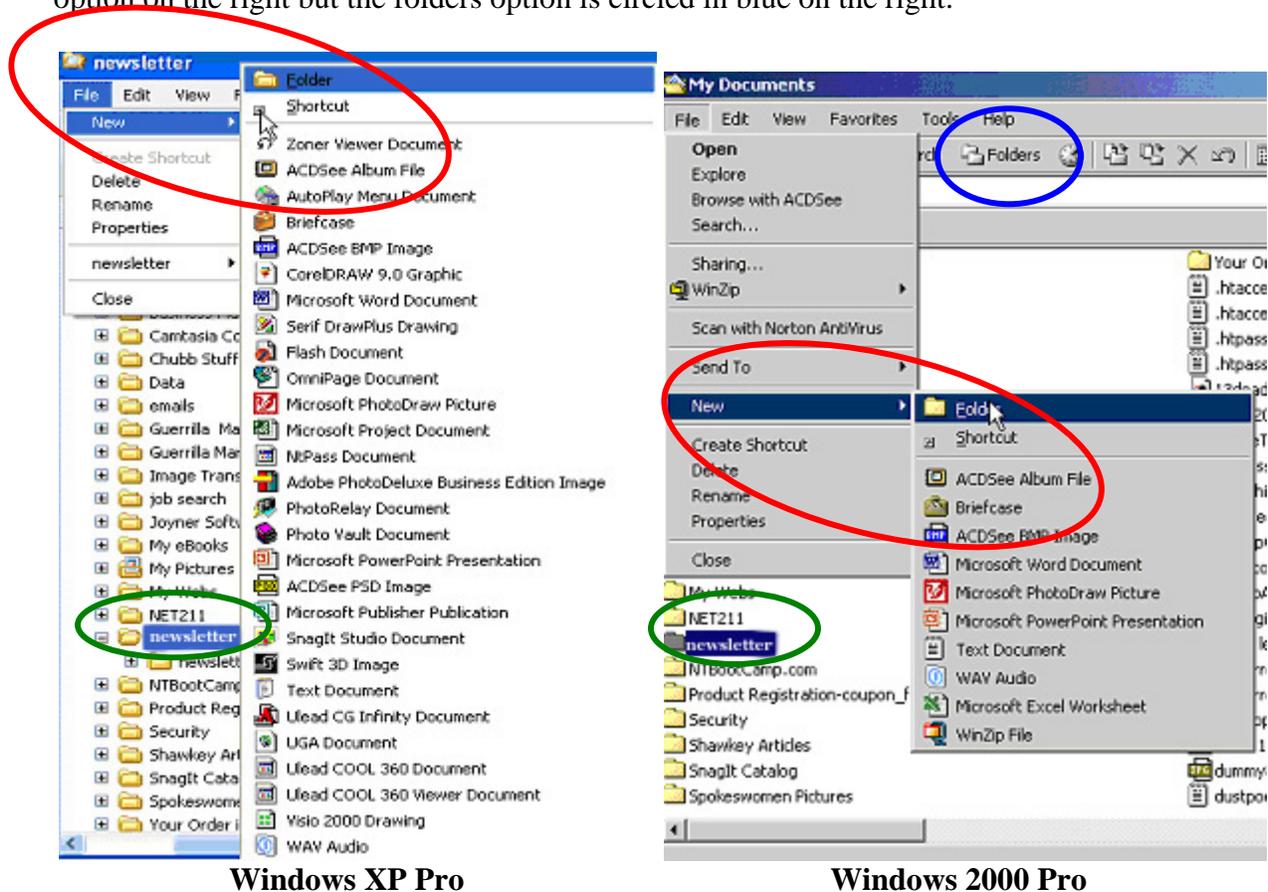
Windows XP Pro	Windows 2000 Pro

Figure 14

As you can see there isn't that much difference between Windows 2000 and Windows XP. The new folder will appear as shown on the left in Figure 15. Rename the folder to *upload* by typing upload. After you rename the folder, it will look like the right side in Figure 15.

Figure 15

We will use the *upload* folder to store all the files we want to upload to the server. Now go back to your *newsletter* practice folder.

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Checking Picture and Hyperlink Paths

Picture paths can be a problem but most of the time as long as you have the pictures in the same folder as your web page when you created it, it shouldn't be. If you plan use a lot of different pictures, you should create a folder called *images* in the upload folder and store all of your images in that folder.

No matter where you decide to store your image files, you do need to know the name of the image files you use in your web page and the correct path to them for your web page to look the way you want it.

Let's use the practice newsletter I gave you to practice preparing the files for upload. Double click on the *spring-2003.html file*. It will open up in your default web browser.

The practice web page is a one-page online newsletter. This page has a logo and a picture of a motorcycle rider as part of the page. These graphic files have to be uploaded into the same folder as the HTML file for them to be included in the web page. The first thing we need to know is the name of each of the graphic files. Right click on the logo as shown in Figure 16. Select *Image Properties* or *Properties* depending on what browser you are using. (I was using Composer.)
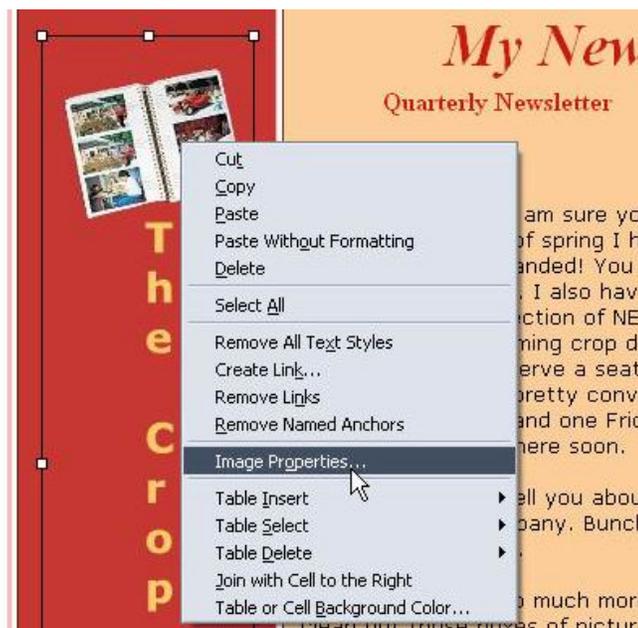

Figure 16

A dialogue box similar to those shown in Figure 17 will appear depending on what program you are using to view the file.

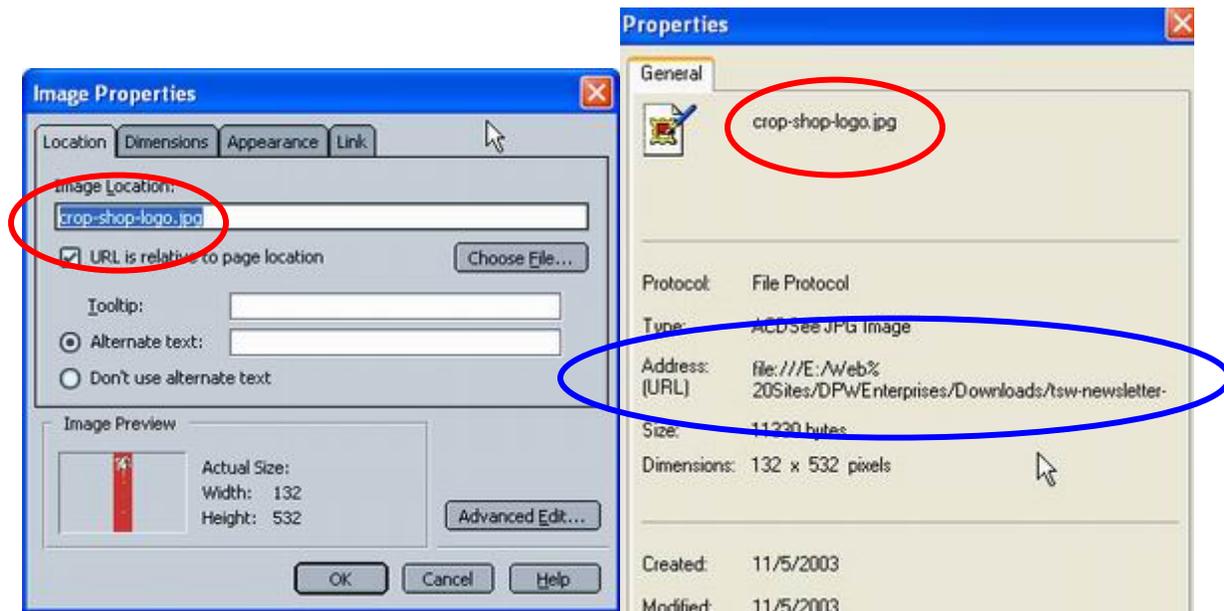The name of the graphic file is shown circled in red in Figure 17.

Figure 17

You need to copy this file to the *upload* folder (or the *upload/images* if your created an images folder). The *Address (URL)* circled in blue in Figure 17 is the actual path to the file on my home network. The path tells the computer where a file is located. If the path is wrong, the computer can't find the file. The little red X, circled in green, in Figure 17A below is what you see when the computer can't find a file containing a picture needed for an HTML page. I know we have all seen this before when browsing the Internet. The little red X and the box around it serve as a placeholder for the picture. That is why it is important for the path to be correct.
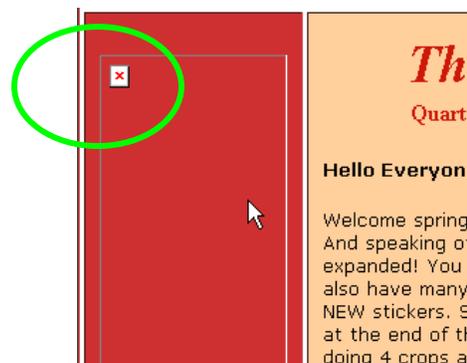

Figure 17A

The path to the logo file on my machine is *E:/Web Sites/DPWEnterprises/Downloads/tsw-newsletter/crop-shop-logo.jpg* most of which is shown in Figure 17 circled in blue. The path is interpreted this way:

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- *E:* is the letter assigned to the hard drive the file is located on. (In this case it is on a different computer than the one I am currently working on).
- */DPWEnterprises* is the name of the top-level folder the file is located under.
- */Downloads/tsw-nwseletter* is the name of two sub folders located under the */DPWEnterprises* folder. The file is actually located in the *tsw-nwseletter* folder. (Did you notice that I spelled newsletter wrong when I created the folder? The computer doesn't care. It just needs to be able to find the file.)
- *crop-shop-logo.jpg* is the actual file name which isn't shown in the picture in Figure 17. (Please note: Do not leave blank spaces in file names. Most web server operating systems don't like blank spaces in file names and sometimes it can cause problems and make things not work properly. Dashes work just fine, which is why I used dashes when I named this file.)

Typically an image file on a website has one of two paths: an absolute path and a relative path. An absolute path identifies the location of the picture no matter where you access it. For example, if you wanted to use a picture located on a different website you MUST use the absolute path such as *http://www.domainname.com/images/imagefilename.jpg*

A relative path tells the web browser where the file is located on your website. For example if this picture was located in an images folder on your website the path would be *images/crop-shop-logo.jpg*

Most WYSIWYG (What You See Is What You Get) HTML editors will put the correct path in the HTML code when you insert the picture in the web page. But you should always check, just to be sure. Also, you must remember to upload all of the image files to the web server so your visitor's web browsers can find them.

Now that you understand how paths work, go ahead and right click on the motorcycle rider picture. Select properties. Did you get a dialogue box similar to the ones in Figure 18? The file name is circled in red.
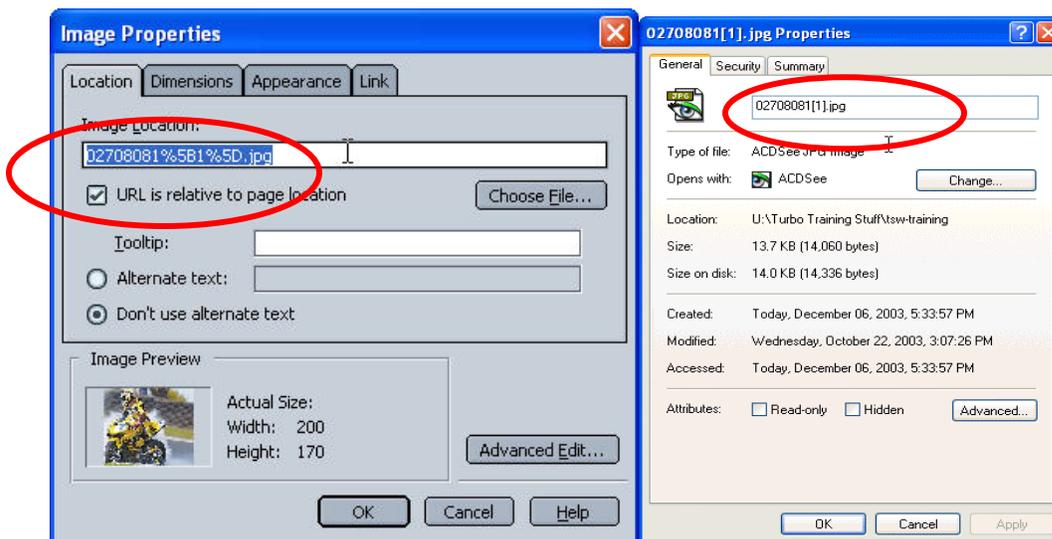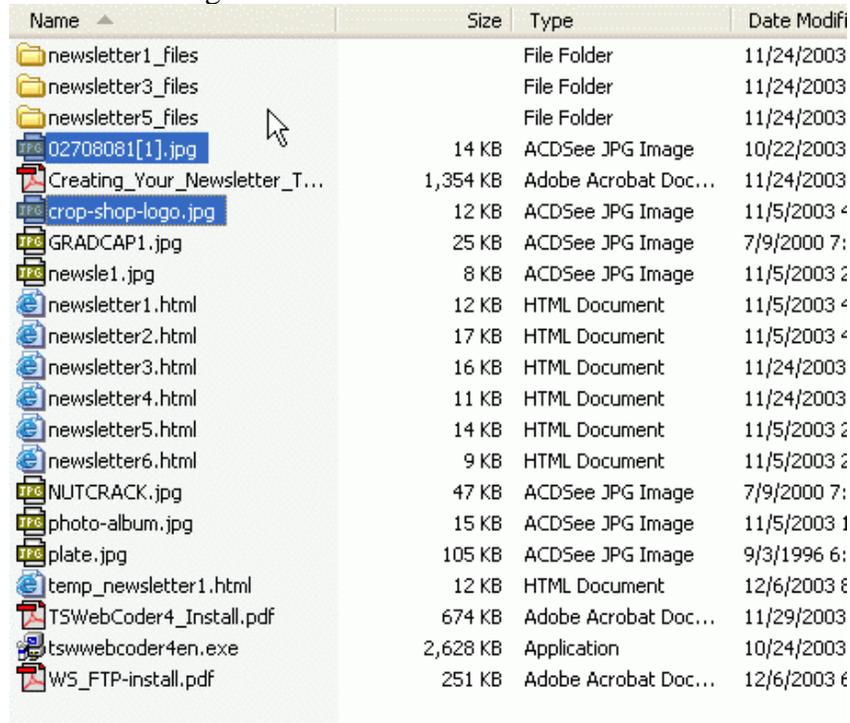

Figure 18

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You need to find out the file name for every picture or drawing you inserted into your web page so you can copy the file(s) to the *upload* folder.

To copy the graphic files to the upload directory, open the *newsletter* folder and highlight the two files as shown in Figure 19.

Figure 19

Highlight the two files shown by holding the shift key down and clicking on each file, then right click and select copy as shown in Figure 20.
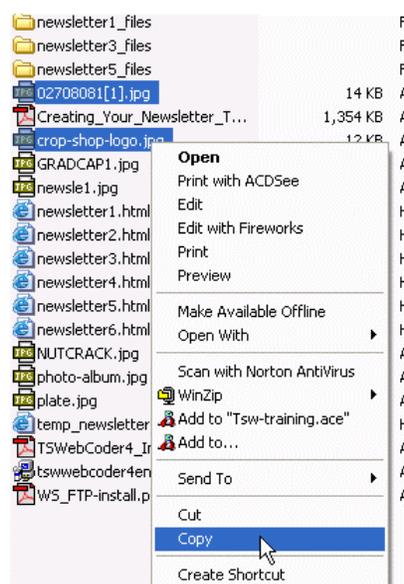

Figure 20

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Go back and open the *upload* folder. Put your cursor anywhere in the white space where the file names are listed. Then right click and the menu in Figure 21 will appear. Select *Paste* to put the files you copied into the *upload* folder.
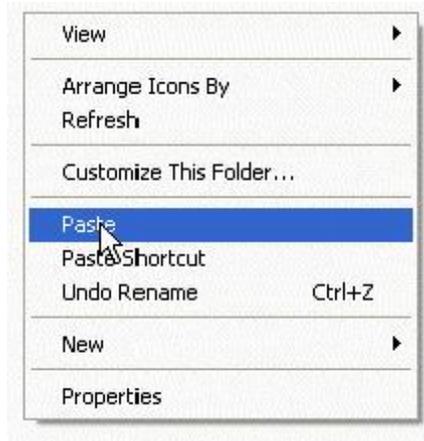

Figure 21

The three files shown in Figure 22 should be in your *upload* folder.
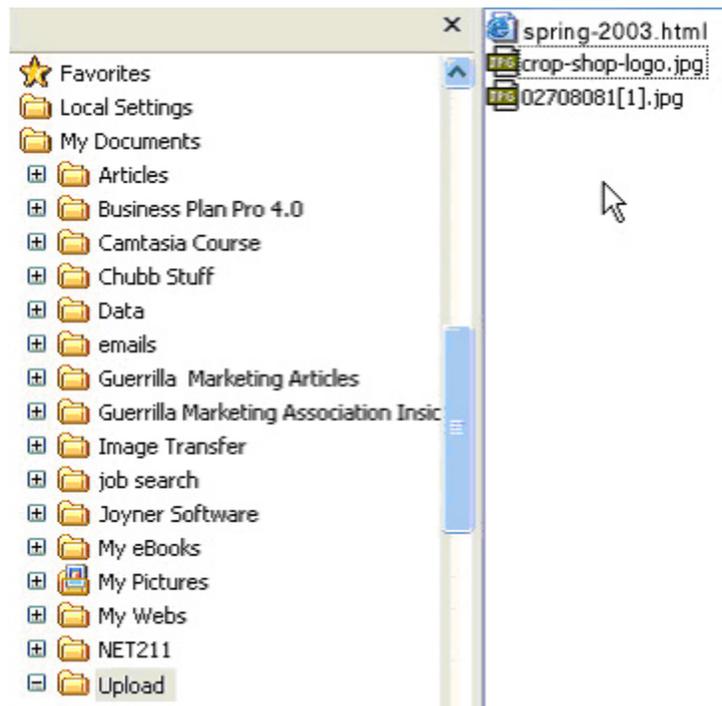

Figure 22

Now you are ready to upload the files to the server.

Uploading the Files to the Server

We will use the WS_FTPLE program you installed earlier to do our uploading. Start the program by double-clicking on the icon shown circled in red in Figure 23 in start menu.

Figure 23

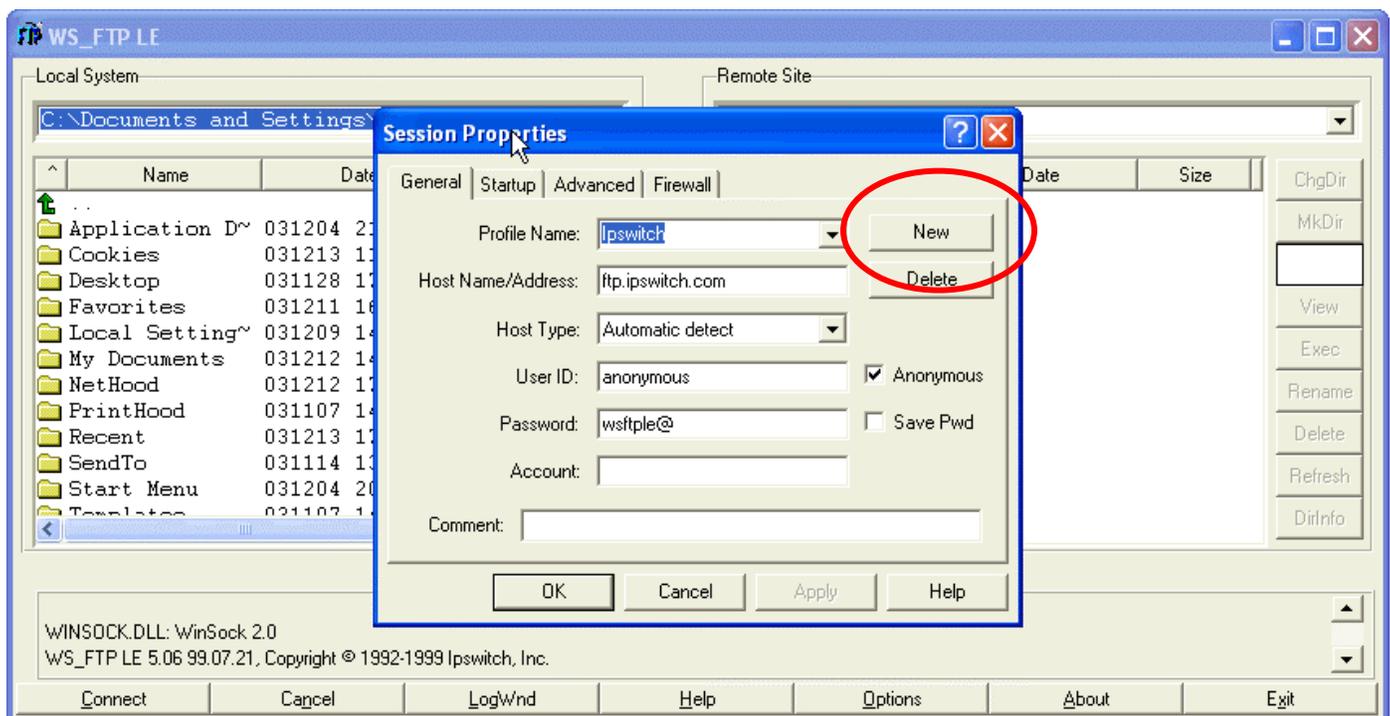The window shown in Figure 24 will appear.

Figure 24

Click on *New* circled in red in Figure 24. The Session properties box will appear empty as shown in Figure 25.
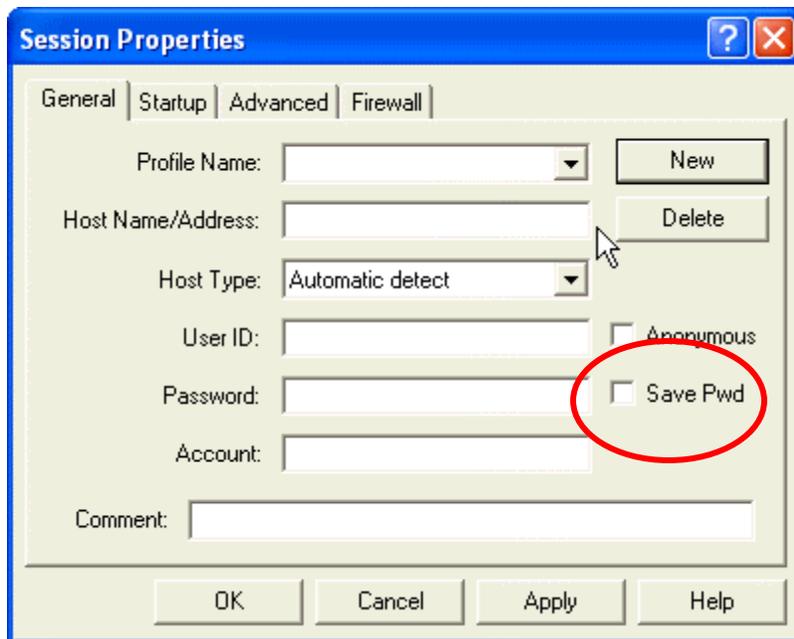
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Figure 25

Type *My Newsletter in* the *Profile Name* box. Type the name of your web space. It will be in the form of *www.nameyouchoose.dpwenterprises.com*.. Type your admin user ID in the *User ID* box. Type your admin password in the *Password* box. Check the *Save Pwd* box circled in red in Figure 25 to save your password.

You should have received your user ID and password from us after your account had been set up .It should look something like Figure 26. Then check everything to make sure you typed it correctly. Then Click *OK*.
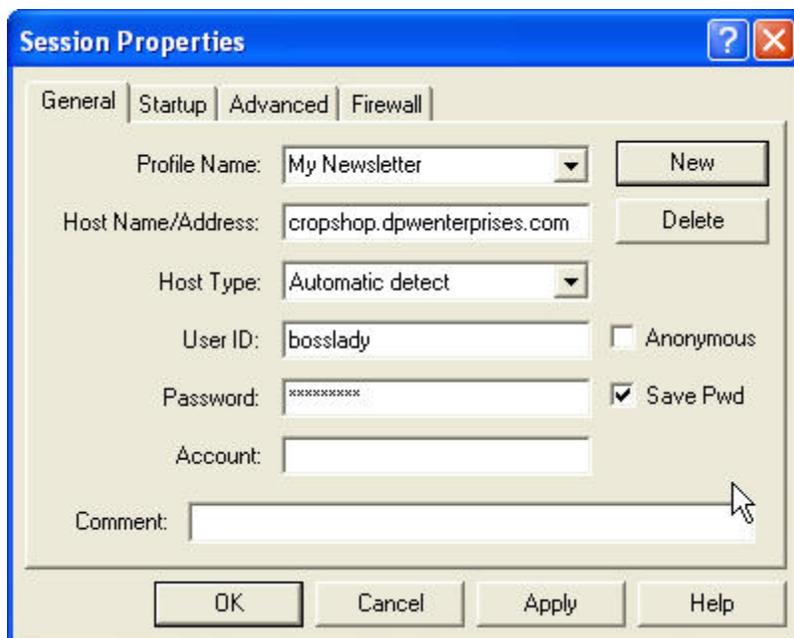
Figure 26

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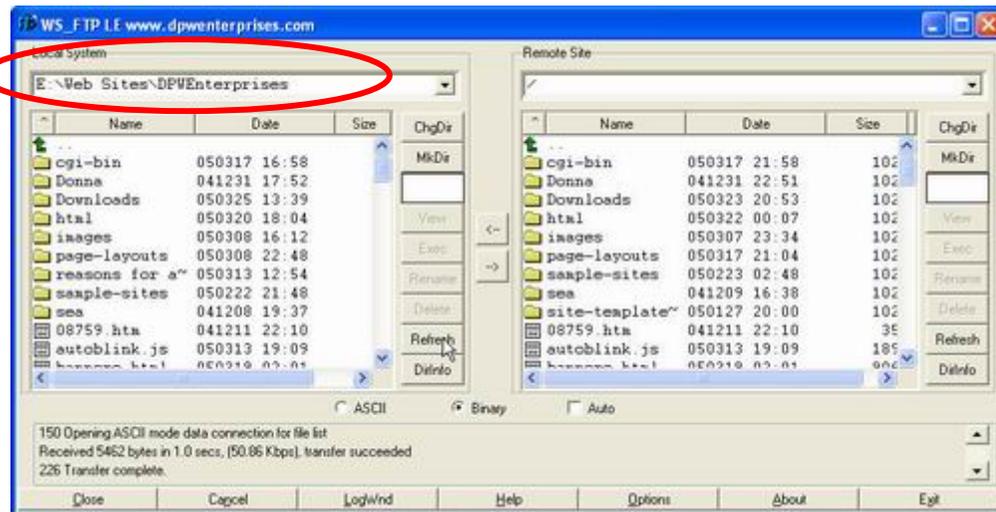After the program logs into the web server, the screen shown in Figure 27 should appear.

Figure 27

The program should open in you're *My Documents* folder. If it doesn't, go to the section on *__Locating Your Upload Folder If It's Lost__* by clicking on the link and do what it says there to find your *upload* folder and then come back and do the stuff in this section.

In figure 27 the path circled in red is my website folder on my desktop computer. If you double click the *My Documents* folder on the left on your machine, you should see the *newsletter* folder. Double-click on the *newsletter* folder to open it. You should see the *upload* folder you created. Double click on the *upload* folder to open it. It should look like Figure 28
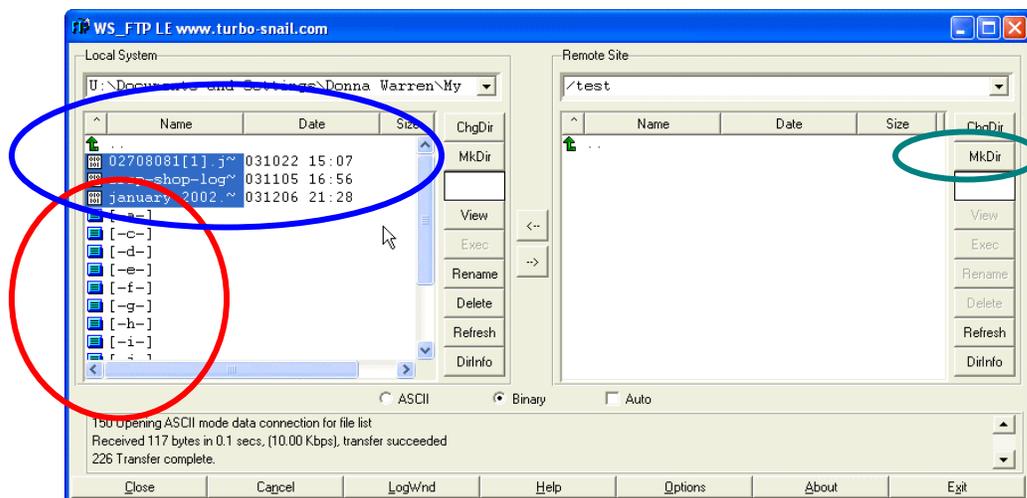

Figure 28

You need to create a directory/folder on the server for the practice web page . Click on *MkDir*, circled in green. The Dialogue box in Figure 29 will appear. Type the name *test* for the new folder.

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Figure 29

The new folder will appear in the left pane of the WS_FTP application. Double-click on the test folder to open it. The right pane should look like Figure 30.
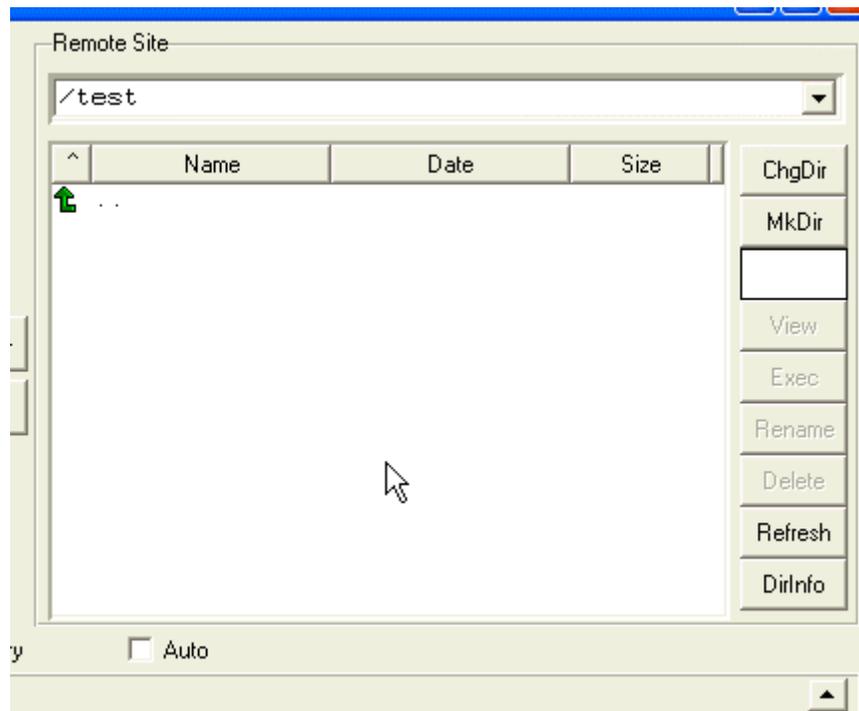
Figure 30

If you got this far, skip the next section and go to **Uploading Your Files To The Server**.

Locating Your Upload Folder If It's Lost

If you can't find your *upload* folder, click on the up arrow, circled in green in Figure 30 until you get a list of drive letters as shown in Figure 30. Double-click on the *[-c-]* drive circled in red in Figure 31. A file list similar to the left side of Figure 31 should appear in the **left** pane of the WS_FTP application.
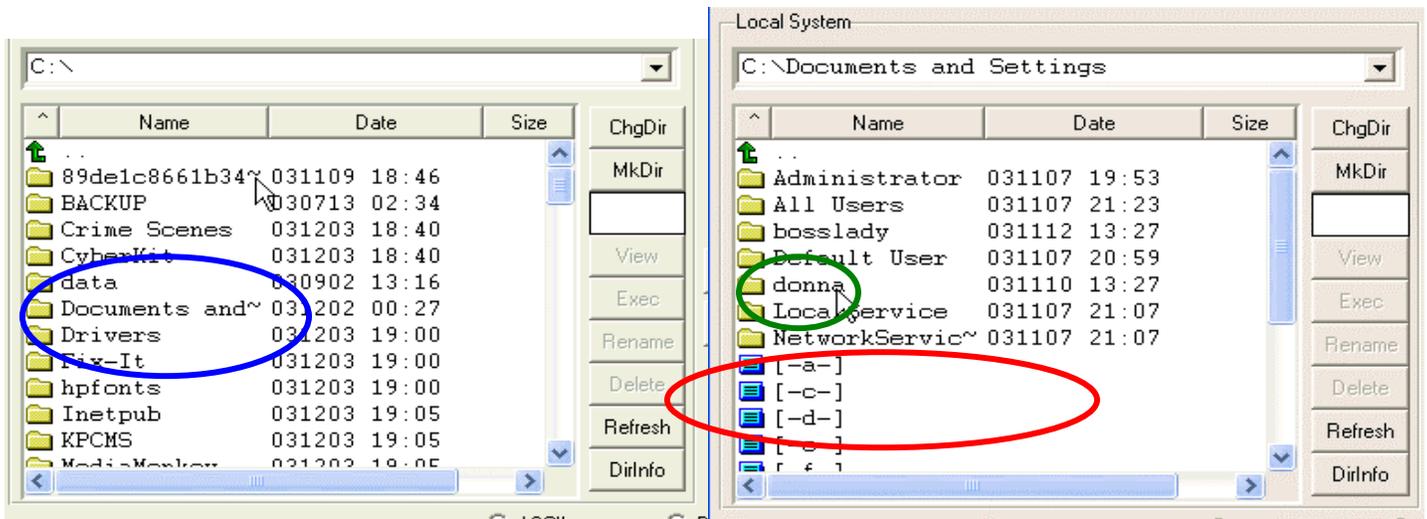
Figure 31

Double click on *Documents and ~* circled in blue in Figure 31. The information on the right side of Figure 31 should appear in the **left pane** of WS_FTP application. Double click on your name. I would click on *donna*, circled in green in Figure 31, since that is my name and also my user ID. You need to click on your name. Then click on the *My Documents* folder and open the web_page folder and follow the earlier directions. Return to where you left off.

Uploading Your Files To The Server

The information on the left side in Figure 32 is your machine. The information on the right side is the web server.
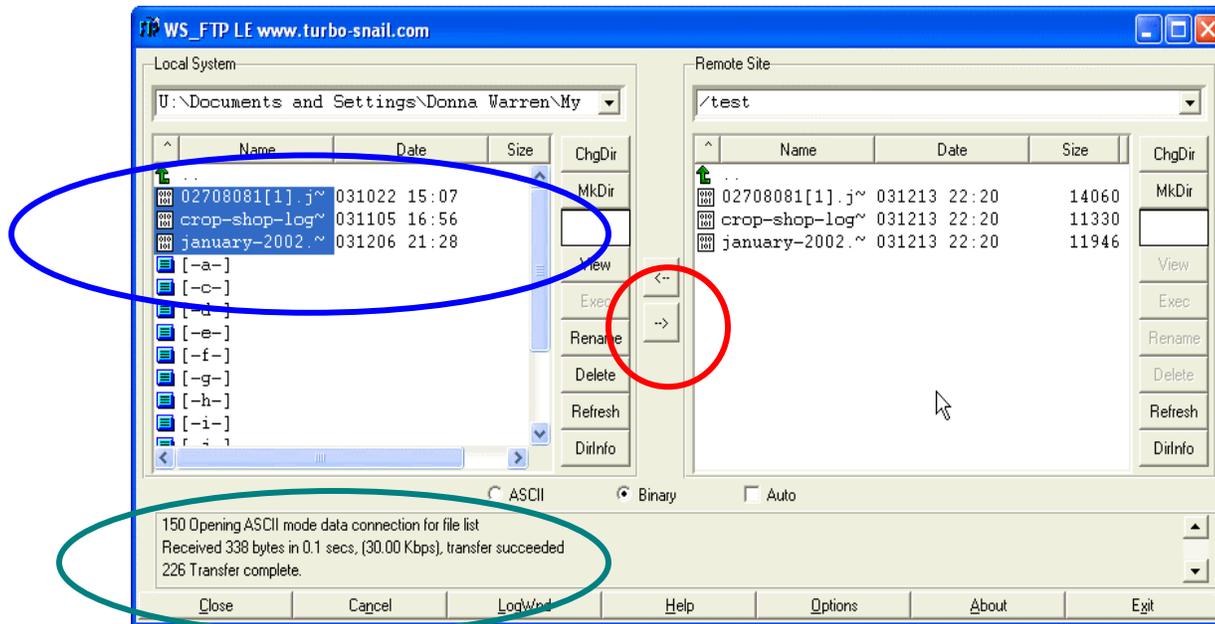

Figure 32

Highlight the file as shown in Figure 32 circled in blue. Then click on the right facing arrow circled in red to transfer the files. You will see boxes flash on the screen for a couple of seconds or longer (depending on your connection speed). When the files have been transferred, you'll hear a sound and you will get a *Transfer complete* message as shown circled in blue in Figure 32. Click *Close*.

That's it. You're done. The files have been uploaded to the server.

Next, you need to check and see how your page looks in your browser.

Checking Your Web page

Next we want to check the practice web page over the Internet to see how it is going to look. Open your Internet browser and type the URL for your web page. It should be in the form of *www.nameyouchoose.dpwenterprises.com/test/spring-2003.html.* Don't forget to add the */test/spring-2003.html*. That is what you named the file and where you uploaded the practice page.

The page should open in your browser as shown in Figure 33.

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Figure 33

You need to make sure everything looks the way you want it to. If a picture is missing, right click on the placeholder and see what the path is.

Note: If you created an images folder in the upload directory and copied the image files to it, the path for the pictures will be wrong. To correct the path, you either need to use your HTML editor and change the path in the web page file or move the pictures to the upload folder. If you choose to edit the HTML file, save the edited file to your **upload** folder and upload the corrected file to the server. Then check it again. Do this as many times as you need to get the online web page to look the way you want it to look.

Next, we are going to test the hyperlinks on the web page.

Testing Your Hyperlinks

You also need to test your hyperlinks in a web page by clicking them in the browser to make sure that they are working properly. If the links don't work, you need to open the copy of the web page file in your **upload** folder in your HTML editor and fix the problem. Then save the file and upload the corrected file. Then check it again. Do this as many times as you need to get the hyperlinks working properly. Since we didn't make any changes to the web page, everything should work properly.

Uploading Your "Real" Newsletter

Practice with the page I provided until you are sure you understand how to use the WS_FTP program. When you feel confidant, go ahead and upload your "Real" newsletter. Make sure you name your current newsletter page *index.htm* or *index.html* so it will open automatically when someone types in the url you send them .

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Emailing Your Visitors

Now that your first real newsletter is uploaded to the server, all you have to do is send the address (URL) to your visitors. If you followed my suggestions in the last section, the URL should look something like this

http://www.nameyouchoose.dpwenterprises.com

If you named the main page of your current newsletter *index.htm* or *index.html*, that URL is all you need to send. Put this address in an email and send it to yourself first so you can make sure the links work. If it does, then send it to your subscribers.

Good Luck and Remember, have fun. Contact me if You have any questions. I usually respond within 24 hours unless I'm out of town.

Donna Warren
Webmaster
DPW Enterprises Web Design and Hosting Services
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