



*http://www.nwonline.net*  
*1243 Napoleon St. Fremont, OH 43420*  
*Phone: (419) 334-9042 Fax: (419) 355-1157*

## What You will need to get started:

### 1. Web Space

You need web server space to upload a picture; sites like EBay do not provide this space, only listings. Your ISP will provide the space. Depending on how much and what it is used for there may be a fee.

Once you have space to put up a web site, you must decide how you are going to upload your pages/ images. This will not be accomplished by "Windows 98" you will need a program to do this. We recommend WS\_FTP or FrontPage 2000. Both programs offer tutorials; help screens, and literature regarding implementation.

**2. Scanning an image of the item that you wish to sell on E-Bay.** Start with sharp, clear, properly exposed original material. The best scanner and software can't work miracles.

1. Know the nature of your subject. Is it a color photo, black-and-white photo, black-and-white line art, or something in between, like a charcoal drawing? It will make a difference in how you choose to scan.
2. Scan the image in a high resolution to start i.e. 300. We will Change this later.
3. Place your material squarely in the scanner or with the same rotation you want in the final result.
4. Select the correct scanning mode, be it line art (black-and-white), grayscale (256 levels of gray), or RGB color (color photo quality).
5. Take a preview scan and select only the portion of the image you want in the final scan. This will save time and keep the file size down.  
Now make the final scan and save the unedited result in either your image editor's native format, such as PSD (Photoshop) or TIFF (Tagged Image File Format).
6. Now we will adjust the image's resolution. This process is sometimes referred to as downsizing or down sampling. When downsizing images for online and presentation display, select 96dpi for the Print size resolution (the Windows standard) instead of 72dpi (the Mac standard). There are far more PC users surfing the Web, and Mac users won't notice any difference.

7. If a small file size is important because the image will be used on a Web page, reduce the number of colors from, say, 24-bit RGB (16 million colors) to 8-bit (256 colors).
8. Save the final image in TIFF format for archive purposes, then save it in the smaller, compressed JPEG format for distribution.

Ok, you have your image, and are ready to put it on your web space, using FrontPage 2000.

### **3. Creating and Uploading the File Using FrontPage 2000:**

FrontPage 2000 is a comprehensive solution if you have never written HTML, don't know what HTML is, and don't have the time to commit to learning it. The program is a what you see is what you get editor. It enables you to develop and publish your Web Site within the same environment.

For our purpose, we aren't necessarily creating a web page. E-Bay doesn't ask that of you. The only thing that E-Bay wants to know is where the image is located on your web space, or where you have uploaded that individual file.

1. Start with the image. Make sure you know exactly where you saved it. This will be important when we import it to Front Page.
2. Open FrontPage.
3. Choose File, New Page. Note there are a lot of different choices...you will choose, "Normal Page".
4. Once the page has opened...it will look like a white background, it is time to insert the image that we have just scanned.
5. Go to Insert, Picture, left-click on From File.
6. Now you must choose the image that you have saved i.e. if you have saved your image to the desktop, the place where it says "look in" should say desktop, and you should see your file.
7. Double-Click on your image. Notice that it is inserted on your page.
8. Now it is time to save. Go to File, Save as, and save your web site, making sure to use name it default.htm (Depending on the ISP that you use). This will put a copy of it on your local hard drive.
9. Now you are ready to publish your web page.
10. Go to File, Publish Web. This is where you put in the information that you have obtained from your ISP. Enter your username and password.

Now you have Uploaded your first Web Page!!!

### **5. Setting up your account with E-Bay.**

Setting up your E-Bay account is not a difficult process. E-Bay provides all of the help screens, and documentation on their web site. Please make sure that you read all of their terms and agreements before going through the application process. The URL is <http://www.ebay.com> .

### **4. Linking your image to your Item Description at EBay:**

E-Bay doesn't necessarily want to know the page that you put your image on; they

only want to know the image itself. So, remember we named the first page default.htm. E-Bay doesn't care that you have a page; they only care about the image that resides on the page. This is where the confusion begins...

Once you've published your page to a place on the Web, you need to know the file's Web address, also known as a URL (Universal Resource Locator).

1. Go Online. Open FrontPage 2000. This time go to File, Open Web.
2. Click on Web Folders. This should open your web page. Notice in your Web site you will see two things, There is a page called default.htm and there is an image. E-Bay wants to know about that image.
3. If you right click on the image, and go to properties, you will see the complete address, or URL for the image. This is what E-Bay needs in order to find your image. i.e. The URL might look something like this:

<http://www.nwonline.net/yourusername/mynewphoto.jpg>

The next time you want to add images, the process is a bit easier. You don't need to create a page for each image. We only did that so you would know how. To add images:

1. Go Online. Open FrontPage 2000. This time go to File, Open Web.
2. Click on Web Folders.
3. Go to File, Import, Click on Add File.
4. Choose the location of your files. Click Open. Click OK
5. Notice, the images automatically go into your directory..this may take a few minutes.
6. If you right click on the image, and go to properties, you will see the complete address, or URL for the image. This is what E-Bay needs in order to find your image. i.e. The URL might look something like this:

<http://www.nwonline.net/yourusername/mynewphoto.jpg>

Notice, for each image, the only thing that changes is after the final "/" for example:

<http://www.nwonline.net/yourusername/mynewphoto1.jpg>

<http://www.nwonline.net/yourusername/mynewphoto2.jpg>

<http://www.nwonline.net/yourusername/mynewphoto3.jpg>

The URL stays the same, the name of the image changes.

Once your image is up and everything is running well, you can sit back and enjoy the good job that you have done and the profits that are soon to be rolling in.

Good –Luck!!!