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**How to Prevent Theft of Your Ebooks – Part 2: Stop Illegal Downloads**

**By Michael Hopkins & Jeff McCall**

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If you sell downloadable products (via ClickBank, PayPal, etc.), you need to be sure that no-one can access those products unless they've paid for them.

It's no secret that there are many people out there who will try to get to your download pages without paying for your product or, worse again, will make your download links available for free to others.

So what can you do to prevent this from happening?

Here are a few tips that won't provide 100% protection, but will ensure that the majority of users will not be able to easily access and steal your products.

**1. NAMING YOUR DOWNLOAD PAGE**

If you name your download page something like 'thankyou.html' or 'download.html' then it's a pretty simple process for the average hacker to locate your page and download your product. Give your download pages a complicated name that is neither easy to guess, easy to remember nor easy to recognize.

**2. CREATE 'NESTED' DIRECTORIES**

In keeping with point number 1, this is just a question of making it more difficult for the average hacker to find your download pages.

Let's say you're selling an ebook called "How to Make Your Hamster Happy". Now, let's say you're selling it at this URL: <http://www.yourdomainname.com/happyhamster>.

In this example, your sales page is contained in the directory called 'happyhamster'.

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Now, rather than store your download page in this same directory, you can make life more difficult for the hacker by creating sub-directories (or 'nested' directories) for your download page.

Just create a sub-directory inside 'happyhamster' called, for example, 'srB45n' and another directory inside that one called 'trd12s' (or whatever) and then place your download page inside this directory. In this scenario, your download page would be contained at this, more hidden, address:  
<http://www.yourdomainname.com/happyhamster/srB45n rd12s>

Another approach is to place your download page directory in a separate place altogether on your server – thus making it even more difficult for a hacker to track it down.

### 3. CREATE AN INDEX.HTM PAGE FOR EVERY FOLDER

If you don't have a page called 'index.htm' in the directory that contains your download page, then your host server will display a page listing the contents of that directory.

Here's an example of a directory that doesn't have an 'index.htm' page: <http://bizzydays.com/example>. As you can see, the contents of the directory are there for all to see (and download).

Your 'index' page can be a regular page from your site or you can make it re-direct the visitor somewhere else. You can see this idea in action by visiting <http://bizzydays.com/free>. As you can see, when you try to access that directory, you're immediately re-directed to the BizzyDays.com home page.

To create your own re-direct page, simply paste the following HTML code into Windows Notepad (or your web-editing software) and save it as 'index.htm' or 'index.html'. Now upload it to the folder you wish to protect.

```
content="0;URL=FULL_ADDRESS_HERE">
```

NOTE: I've placed dots (.) after the "

### 4. HIDE YOUR DOWNLOAD PAGES FROM THE SEARCH ENGINES

It's amazing how many download pages you'll find via the search engines if you put your mind to it. In fact, one search I just ran on Google turned up two download pages on the first page of results (albeit both from the same website).

To get around this, you need to ensure that the search engines do not include your download pages in their index.

To do this, just place the following snippet of code between the and tags at the top of your download page's HTML...(again, remove the dot)

### 5. PROTECT YOUR PAYPAL ORDER BUTTONS

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PayPal is a great service but it has a gaping security hole that affects anyone selling downloadable products.

When you sell via PayPal, even the most amateur of hackers can find out the location of your download page just by looking at the HTML code on your sales page.

One way around this is to use HTML encryption software to render the HTML of your sales page

un-readable. While this will stop the majority of hackers, the more determined ones will probably be able to crack the code.

Another approach is to use specialized software like 'PayLock Generator' (<http://bizzydays.com/paypal>) which creates highly encrypted PayPal order buttons that are very difficult to crack.

### 6. CHANGE YOUR DOWNLOAD LINKS OFTEN

This one is pretty self-explanatory. If you've followed the steps outlined above, then you've gone some way towards protecting your digital products. It's not 100% protection, however, which is why I recommend changing your download links regularly. This will help ensure that, if someone does manage to access your products, and has been leaving your download links on forums or whatever, then you'll be able to cut them off.

### 7. PUT A STATEMENT ON YOUR EBOOK

If someone is giving your ebook away for free, it's not a given that everyone who downloads it will be as dishonest as the one giving it away. It's a good idea to place a prominent statement inside your ebook explaining that it's not a free ebook. Ask readers to contact you if they received the ebook for free explaining where they downloaded it. You might consider offering a small 'reward' for taking the time to contact you.

Okay, those are the basic steps you can (and should) take to protect your downloads. If you're worried that this isn't enough, then you'll find some additional resources below that really go the extra mile. (I use these myself so I can testify to their worth).

Just one final point... after you make the changes outlined above, be sure to double-check everything is working okay.

Michael Hopkins is owner of BizzyDays Ebook Publications. Visit now to download original ebooks for FREE at: <http://www.bizzydays.com> Jeff McCall is author of Ebiz Bodyguard, one of the most comprehensive guides to online business protection currently available. Download a free sample of Ebiz Bodyguard at: <http://www.ebizbodyguard.com>

### **Movie Downloads: A Case For Playing It Safe**

**By Andy West**

Just four years ago, downloading movies was something people would only fantasize about. Fast forward a few years, and movie downloads are becoming more, and more popular. People are choosing to download their favorite movie from the comfort of their own homes, without ever having to leave the house. This means no more trips to the video store having to deal with hassles like long lines, and late fees. Those that engage movie downloads as a way to get their favorite flick are riding the trend all the way to the comfort of their sofa. This is truly an innovative way to rent, and even buy movies. However, as with any new technology, there are some kinks to be worked out when it comes to movie downloads, and thus it is important to find a service that is legal, safe, and worthy of your dollar.

Some movie downloads are actually illegal, and thus shouldn't be downloaded. The most common situation that people get involved in illegal movie downloads is peer to peer file sharing networks. However, anyone that cares about a movie, knows the quality of illegal downloads is not top notch. In response to lost revenues, and in a motion to increase quality, movie companies have united to create several services that focus on movie downloads. Each service offers unique ways to download, and pay for your movie downloads.

What may be the most popular service when it comes to movie downloads; movielink offers users the most robust catalog of new releases, and classics. The company movielink was formed by several powerful movie studios such as Sony, and Tri–Star pictures. What do you get when the production companies get involved in movie downloads? A quality website, that is offering first rate selections at a reasonable price. This website is the benchmark for movie download sites, and will continue to be until another site of its caliber starts to offer movie downloads to its visitors.

An alternative to the pricy movie download sites is totalvid. The website totalvid offers users a large selection of movie downloads for one low price. This subscription based model is also popular for music download sites, and seems to be working for totalvid. The site offers users a lot of exercise, documentary, and other independent style films for a low monthly price.

Whatever it is that you are looking for, it is important to utilize a site like Review Place to help you in your search for movie downloads. There are a lot of sites that offer movie downloads, many of them are illegal, or in violation of some movie studio copyright. Therefore, it is important to look at movie downloads from a site like Review Place, where customers spend time reviewing the quality of each site, and give notes about what a site does well, and what it could improve on too. Sites like Review Place offer customers a real uncensored look at what movie downloads are all about, and where to get them for a good price. Once you have an experience of your own, you too can post a review on sites like Review Place, to give others the same heads up that you received before signing up for the site.

Dealing with movie downloads is a lot of fun since the industry is new, and the business models are constantly changing to appeal to the customer. Be sure to make the fun last by doing proper research, and looking for a site that will cater to your needs.

Andy West is a freelance writer for ReviewPlace. For more information and reviews of products and services regarding movie downloads, please visit ReviewPlace at



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