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Internet Marketing Tools – Zip/Unzip Basics

By Shelley Lowery

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If you're doing business on the Internet, sooner or later you will encounter a Zip file. A Zip file is simply an "archive" of one or more files compressed into one file for easy distribution.

Zip files are used to compress and transport file archives over the Internet. It is the preferred method used for electronic file distribution, as rather than downloading several different files, you can simply download one Zip file. In addition, the download time will be minimized, as the files within the Zip archive are compressed.

Once a Zip file is downloaded, it can be easily opened and extracted (unzipped) with a Zip/Unzip software program.

Although there are many Zip software programs available on the Internet, WinZip is the most popular. WinZip makes working with file archives simple. It features an easy point-and-click, drag-and-drop interface for viewing, extracting, adding, deleting and testing archived files.

You can download a fully functional evaluation version here:
<http://www.winzip.com/download.htm>

Extracting Zip Files

Extracting a Zip file with WinZip can be accomplished in a number of ways. Here are a few methods to get you started:

Right Click – To extract your files using the right click method, locate the file you would like to extract and place your mouse pointer over the file. Right click on your mouse to launch the menu. Select "Extract to" and select the folder in which you'd like to place your files.

WinZip Wizard – To extract your files with the wizard, locate the file you would like to extract and double click the file. This will load your file within WinZip. Click on the "Wizard" button located at the top of your screen to use the wizard. Follow the step by step instructions.

WinZip Interface – To extract your files within WinZip, your first step will be to open the WinZip program. Once opened, click on the "Open" button at the top of your screen to locate and open your Zip file. Once your file is open, click on the "Extract" button at the top of your screen and select the folder in which you'd like to place your files.

Creating Zip Files

Creating a Zip file with WinZip can be accomplished in a number of ways. Here are a few methods to get you started.

Right Click – To create a Zip file using the right click method, locate the file or folder you would like to place within your Zip file and place your mouse pointer over the file. Right click on your mouse to launch the menu. Select "Add to Zip" to launch the WinZip program. Click on "New" to create a new Zip file, or on "Open" to add the file to an existing Zip file.

WinZip Wizard – To create a Zip file with the wizard, your first step will be to load the WinZip program. Once loaded, click on the "Wizard" button located at the top of your screen to use the wizard. Follow the step by step instructions to create your Zip file.

WinZip Interface – To create a Zip file using WinZip, your first step will be to open the WinZip program. Once opened, click on the "New" button at the top of your screen to launch the "New Archive" window. Select the folder in which you'd like to place your Zip file, type in a name for your file and click on the "OK" button. Your new Zip file has been created. You can now add files by clicking on the "Add"

button at the top of the screen.

Although there are other methods you can use when working with WinZip, the above methods will provide you with a basic guideline.

Zip files provide Internet users with the ability to easily compress and transfer files in an organized fashion. Use them to your fullest advantage.

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Upload??...Download??.....Help!!

By Terri Seymour

How do I upload an ebook to my site? How do I download an ebook or program? I seem to be getting this question a lot lately as well as a specific request to write an article on this subject, so here is the info on how to download and/or upload.

First of all, let me explain the difference. A download is when you "pick up" an ebook, program, etc. from another computer and bring it "down" to your computer.

An upload is just the opposite. You are sending something from your computer "up" to your host's computer. It will then appear on your website.

To download, all you do is click on the download link and save the file/program to your desktop or wherever you want to save it.

When you click on the link a box will pop up. This box will have a Save & a Cancel & an Open button. If you want to Save the program, click the Save button. A Save As box will then pop-up. This is where you can change the file name if you want to. Also, this is when you tell your computer where you want to put the file.

I save everything to my desktop until I can take a look at it and decide where to go from there.

For a PDF file, you want to right click on the download link and then click "Save Target As".

Also, some files will be downloaded as a compressed "zip" file. Compressed files can be downloaded faster and more efficiently. To "unzip" or separate these files once you have them downloaded, you will need an Unzip Wizard. You can find a good one at:

The first step to uploading is to open your FTP site via Internet Explorer. FTP or File Transfer Protocol, is a set of instructions for the computers to use to transfer files. To do this, you simply type "ftp://" (without the quotes) followed by your username (provided by your web host company) then a ":"

(without the quotes) and then your password (also provided by your host company). After all this, place an "@" followed by your host address.

Here is an example FTP site: "ftp://MOE:mypass@ftp.myhost.com"

Once this site loads, you should see a list of files and folders. These files and folders represent your webpages. To upload your file, simply locate it on your hard drive and then drag it onto this window. The file will upload and then you will be all set!

Uploading and downloading may seem confusing if you are a beginner, but once you have a better understanding of what they actually mean, getting the hang of doing it is much easier!

Terri Seymour owns and operates

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