MoreNiche presents guide on

How to make screenshots for product pages

Screenshots

This article explains how to create screenshots and resize them.

Screenshots have many benefits. First of all, they visually enrich the article or the review page. Secondly it familiarizes visitors with the website they probably are about to visit.

Step 1: getting the right program

Standard programs like MS Paint are not the best for resizing pictures and creating good quality JPEG type images. An effective alternative is **IrfanView**. It can be downloaded for free at www.download.com Installation is quick and won't take much space on computer.

Step 2: creating full size screenshot

First thing is to open desired website in Internet Explorer or any other browser and maximize it.

Pressing ALT + PRINT SCRN buttons together will capture active window.

Then the captured screen has to be pasted (Edit > Paste) into IrfanView. It automatically adjusts the size of the picture. Once saved – the screenshot creation is done.

Step 2: creating thumbnails

There are two types of screenshots:
- screenshots with browser's window (menu, toolbars, etc)
- pure screenshots of the page (no elements of browser or other windows)

Which one should you use? It doesn't matter as long as it looks good.

To remove unwanted parts from screenshots like the browser's toolbars and other elements it is necessary to select the part of picture to leave and then select from menu (Edit > Crop selection). This will crop all except the selected area;

Resizing is executed trough menu (Image > Resize\Resample). Field width has to be set somewhere from 150 to 200 pixels for small thumbs; and about 300 to 400 pixels for bigger ones;

Picture (thumbnail) after resizing has to be saved under the appropriate name using (File > Save As) in order to leave original screenshot unchanged for future use.

Samples

MoreNiche screenshot - width: 200px.

MoreNiche screenshot - width: 200px without borders.

Affiliate Marketing Tools and Resources

Domain Registration

GoDaddy – number one domain registration service to date

1&1 Internet – another very popular domain hosting site

Hosting

BlueHost – hosts up to 6 domains under one account; WordPress friendly, with CPanel included, and many scripts and tools

HostGator – hosting service with CPanel, WordPress friendly, scripts and statistics tools

Website Editors

Adobe Dreamweaver CS4 – professional HTML editor, ideal for work with MoreNiche templates or for building a site from scratch

XSitePro – great tool for creating little review websites for marketers with no knowledge of design and HTML. However this tool can't be used with free MoreNiche templates as it has limited layouts.

Photo/Image Editing Software

Adobe Photoshop CS4 – professional photo editing software, complete with features for all forms of image editing; must-have software for all computer users, internet marketers or not.

Adobe Fireworks CS3 – professional alternative to Photoshop, created specifically for the web designers, especially useful for creating quick but accurate prototype sites

Keyword Research Tools

KeywordElite – a desktop tool with many keyword research features. This tool will collect you keywords from various places into numbers of thousands. It is used by most top SEO and PPC marketers

WordTracker – most popular online keyword research service, offers advanced keyword research and suggestions; contains the largest and most updated database of keywords around

Keyword Discovery – a very popular alternative often used to supplement WordTracker keyword results; also contains a massive keyword database

Search Engine Optimization Tools

SEO Elite – the number one most popular keyword research tool used by nearly all successful internet marketers, with multiple functions, from competition research down to automatic link exchange approaches and more

SEO Toolkit – tool that includes everything you need to promote your website, including a rank checker, PPC bid manager, keyword suggestion tool, keyword density tool, reciprocal link checker, link popularity checker, and many more features

Email Marketing Tools

Aweber – one of the best email marketing services – allows capturing emails, creating multiple campaigns, double opt-in function, great partnership with major internet providers to ensure your emails gets delivered and read

Article Submission Tools

Article Marketer – the most popular service article submission service, and also the most effective; subscription gets your article complete distribution to thousands of sites to improve your search engine positioning, increase your Google page rank, and get immediate links from relevant, high value websites

Article Submitter – easily and effortlessly submit your written article *automatically* to over 300 article directories. With Article Submitter, submitting one article in minutes can give your site hundreds of incoming links