



INSIDE: What Every Online Marketer **Must** Know To:

- Keep Your Website Safe
- Keep Your Online Business Running
  - Have Peace Of Mind

By Jason Tarasi and MarketersProtection.com

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**This guide is provided purely as an educational reference for its users. While the information presented is accurate as of the time it was written, changes in this industry occur frequently. Thus, I cannot be held responsible for any errors or misstatements.**

**Use of or reliance upon the educational information set forth in these pages shall be at the user's own risk and shall not establish any contractual or other formal legal relationship between the Ebook author and the users of this information.**

**If you are unsure about anything in this guide – be sure to consult with your Website host for a more detailed explanation of the procedures outlined below, as it relates to your site.**

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## ***ARE YOU MAKING THIS MISTAKE?***

I want you to close your eyes for a moment and imagine that you are running a successful online business that affords you all the luxuries life has to offer.

You are living the dream, doing what you want, when you want; you live where you please, taking vacations on a whim, waking up when you feel like it, enjoying the "good life" in your lavish beach home. (Can you feel the warm ocean breeze against your face?)

Now open your eyes and let the vision fade from your mind...

It is difficult to let go of this dream, is it not?

Now imagine a nightmare scenario where you in fact had the successful online business, the beach house, the dream life, and you had no choice but to let it all go because you forgot to follow the number one rule of online marketing:

***"Thou shall always backup your files"***

Unfortunately, this exact scenario did actually happen to an acquaintance of mine, and very likely could happen to you.

**What was his fatal mistake?**

He foolishly trusted his host to keep a backup of his Website files and important databases. Like most online marketers, he wrongly assumed the host was making daily back-ups of all of the data on their servers.

Sadly, as you are about to find out, he could not have been more wrong.

## ***NEVER TRUST YOUR WEBSITE HOST!***

Your Website host can have their servers crash at any moment. It can be a technical problem, a natural disaster, or in some cases a malicious attack by a computer hacker.

Never, ever, trust your host to backup your files. I can't stress this enough to you. Don't put the livelihood of your online business in their hands. It is a costly mistake you will pay dearly for if you don't heed this warning.

Last year, my Website host had one of their servers crash. This affected four of my most popular sites. Fortunately, I was diligent about backing up my files, as I had learned my lesson many years ago about the consequences of not doing so.

### **My sites where back online within 24 hours.**

Other marketers who had their Websites hosted on the faulty server where not so lucky. They also made the same fatal mistake of trusting the hosting company to backup their files.

This company, who shall remain nameless, made no bones about it; if you didn't have your own backup files, your data was permanently lost.

These marketers had to rebuild their sites from scratch, and lost valuable time and money in the process. In a few cases, some of these marketers never recovered (they lost entire mailing lists and important files that simply couldn't be recreated).

The kicker was that we where all still charged for hosting that month!

Comical, but true.

## ***YOUR SITE IS YOUR RESPONSIBILITY***

It never ceases to amaze me how many online marketers I know who are so nonchalant about backing up their Websites and other important files.

What is even more shocking is that in many cases these are seasoned marketers making 6 figures a year.

It doesn't matter if you are an inexperienced marketer, or you have been in this game for over a decade, you must follow the basic rules of running an online business.

Therefore, the single most important task you can perform for your online business is to back up your files. You must take this responsibility upon yourself, and perform it religiously.

**(If you take the time to read the TOS (Terms Of Service) stipulated by your Website host, you most likely will see a section in the fine print that they are not responsible for the loss or damage to your Website in any eventualities.)**

In the sections that follow, I will show you how to backup your Website using free tools and software available to all individuals and commercial companies alike.

After finishing this guide you will have no excuses for being caught with your pants down when there is a server crash (and believe me, the chances are likely it will happen to you).

The steps to protecting your Website are crystal clear...

Read this guide – take action – be prepared!

## THE IMPORTANCE OF MYSQL DATABASES

If you are using popular software such as WordPress, or any other software/scripts that use MySQL databases, it is important for you to know that this data is kept on a separate area of the server.

These databases save important information, such as your blog posts, customer information (if you are using list software that is MySQL driven), etc.

Therefore, your WordPress blog would not be backed-up properly if you were to simply copy the WordPress files from your Website, onto your hard drive. If your host's server crashed, you would lose all of your blog posts, customer information and other important data forever. Which is why you must backup all of your databases as well as the main Website files.

If this is the only thing you learn from this guide (the importance of MySQL backup) – it will save you unimagined headaches in the future.

There are several ways you can backup your MySQL databases – which we will discuss in detail below.

## HOW TO BACKUP YOUR WEBSITE

**The #1 reason that people don't back up their Website is that they don't know how. Rest assured that it's easier than you think, even if you are just a beginner.**

### Using C-Panel

Most beginners probably have their Website hosted on a shared environment with cPanel running as the administrative tool. You can easily backup your Website (files and databases) with cPanel.

You will want to create a "full backup" so that your host can quickly take the file you have created, and restore your Website back to its original state.

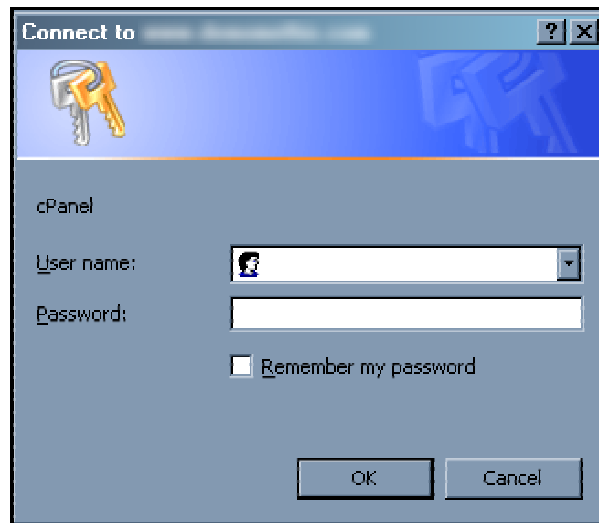


Here's how:

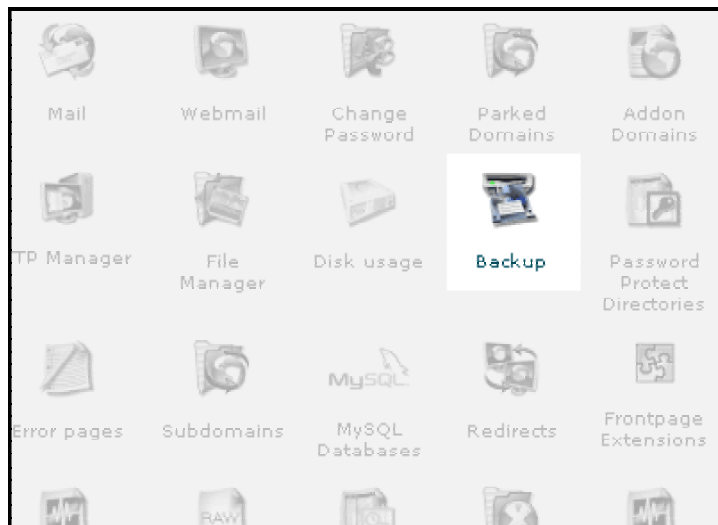
1. First of all type the name of your site into your browser followed by a slash and the term C panel.



2. Enter your user name and password. If you do not have this information you might have to contact your Website host to get it. The box that pops up should look something like this.



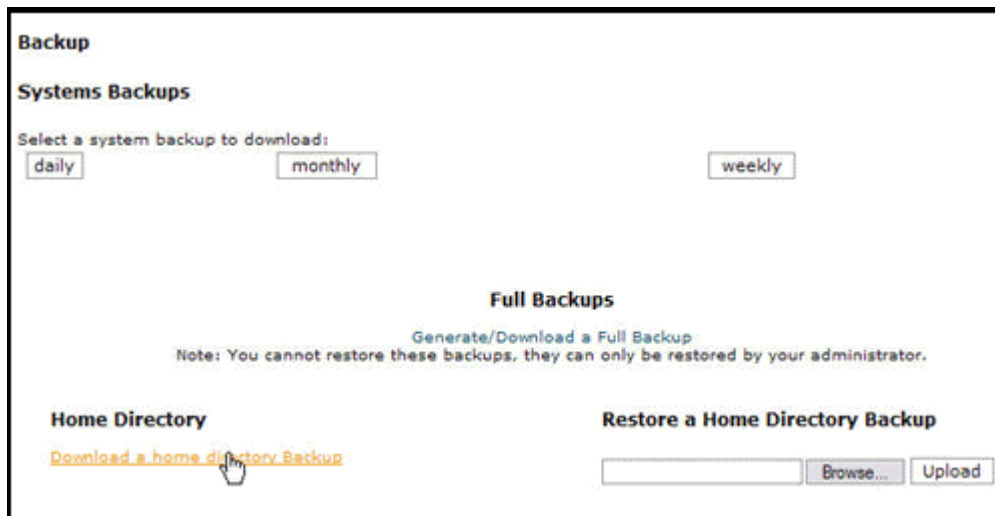
3. Click the button marked "back up" located on the main screen.



On some interfaces you need to click on Tools -



Once you do this you will be taken to the menu for Backup.



You will see the following:

- Systems Backup
- Full Backups
- Home Directory
- Download a MYSQL Database Backup
- Download Aliases or Filters Backup

System and Full site backups can only be restored by your hosting provider and contain all of the files (web content, email settings, aliases, MYSQL databases) needed to restore your Website back to its original form.

The Home Directory, MYSQL Database, and Aliases/Filters backup can be restored by you, the Webmaster. These files also contain all of the data needed to restore your Website.

You will want to use the "Full Backup" option in this instance. This file will allow your host (or a new host) to get your Website up and running as quickly as possible.

4. Click on Generate/Download a new backup.

**Full Backups**

[Generate/Download a Full Backup](#)

Note: You cannot restore these backups, they can only be restored by your administrator.

5. This will display the full backups screen.

**Full Backups**

**Previous full backups saved in home directory:**

**Generate/Download a Full Backup**

Backup Destination:

Email Address:

Remote Server (FTP/SCP only):

Remote User (FTP/SCP only):

Remote Password (FTP/SCP only):

Port (FTP/SCP only)

Remote Dir (FTP/SCP only)

6. Select Your Back Up Location (choose Home Directory)

Backup Destination:

7. Make sure your email address is correctly entered so that you can receive email notification once the backup is complete.

Email Address:

8. Click the button that says Generate Backup.

9. The backup file will now be contained in your home directory. It will look something like this -

**Backup 9.22.2007. yoursite.loginname.tar.gz**

10. The final step in the process is to check your email to see if you have been sent the confirmation email that the files have been backed up.

Now simply download the file onto your computer for safe keeping.

You will want to create individual folders for each Website you own on your hard drive, and keep the respective backup file inside each directory.

### **Disadvantages Of Using Cpanel**

While using C-panel is generally considered the easiest way to backup your Website, it does have a few drawbacks.

First off, not every host uses Cpanel for their clients. This could be for a number of reasons, but each and every host has their own personal reasons for this decision.

Another problem with using just Cpanel to backup your Website, is that over time most people become complacent and simply forget to use this feature.

You can have the best intentions in the beginning, but if you get lazy and stop making your backup files, you will be in for a rude awakening one fateful day.

That is why I use various software to backup my site for me – automatically.

### **How To Make Automatic Website Backups With FullSync**

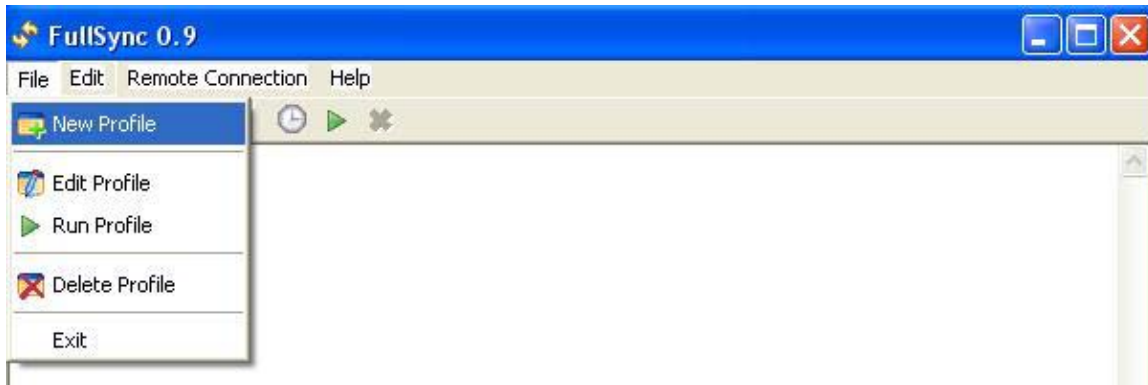
One of my favorite pieces of software is FullSync. This program will automatically backup your Website, using a schedule you predetermine.

You can download a copy of FullSync here:

<http://sourceforge.net/projects/fullsync/>

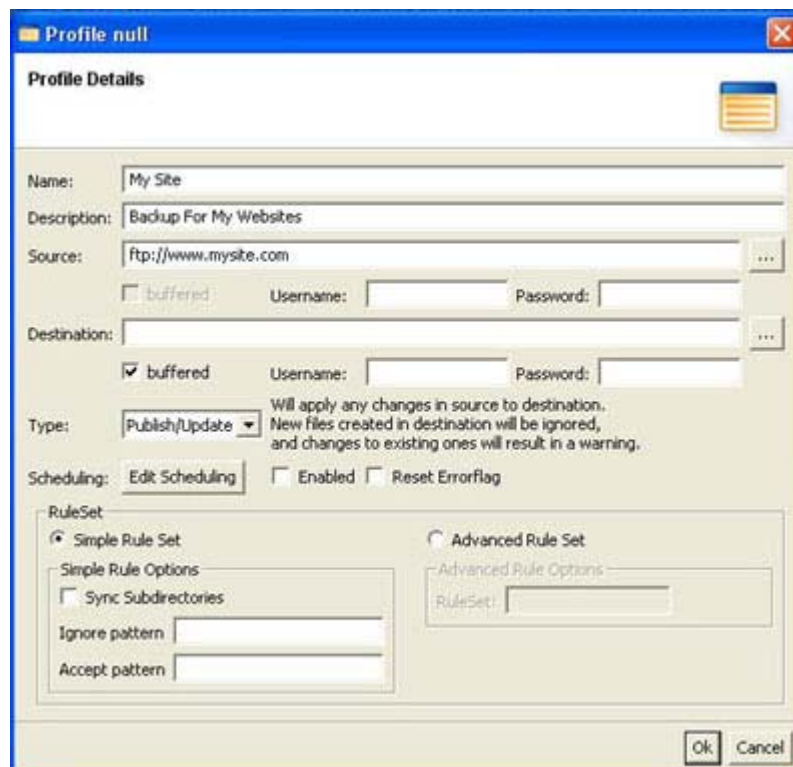
It is important to note that this program only works if you have FTP access to the remote server where your Website is hosted (which you certainly should have).

Once you have downloaded FullSync, open the program and you will see this screen:



Click on File > New Profile

You will then see a new screen where you can create your Website profile:



After filling out your Website name and description, you will see "Source" and "Destination" fields.


The **source** is your Website (where you will be downloading the files from).

Here you will enter your Website ftp url. It should look something like this:

<ftp://www.mysite.com>

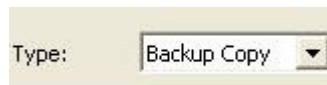
Next, enter the username and password you use to access your Website through ftp (ask your host for this information if you aren't sure).

The **destination** is where you will be saving the files to. Be sure to create a new folder on your hard drive where you will be saving your Website files.

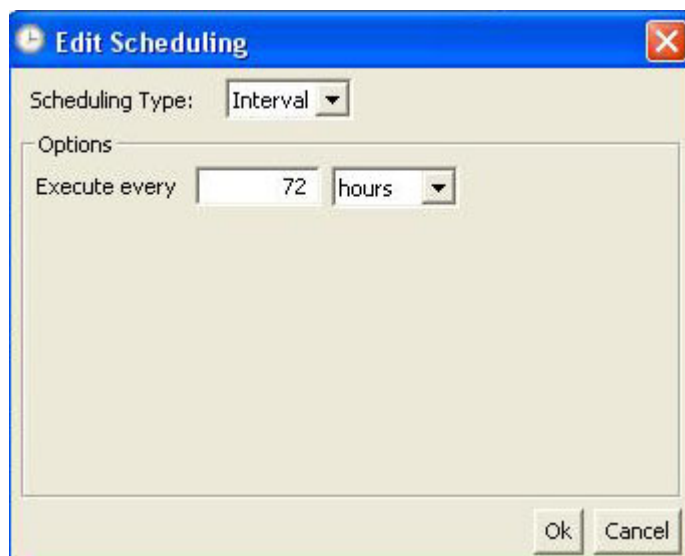
Use the button on the right  to browse your hard drive and select the folder you want your Website to be saved in.

You will not need to enter a username/password for the destination field.

For "Type" you will want to select **Backup Copy**:



Now click on the "Edit Scheduling" button. Then select "Interval" and set how often you want your backup files to be updated.



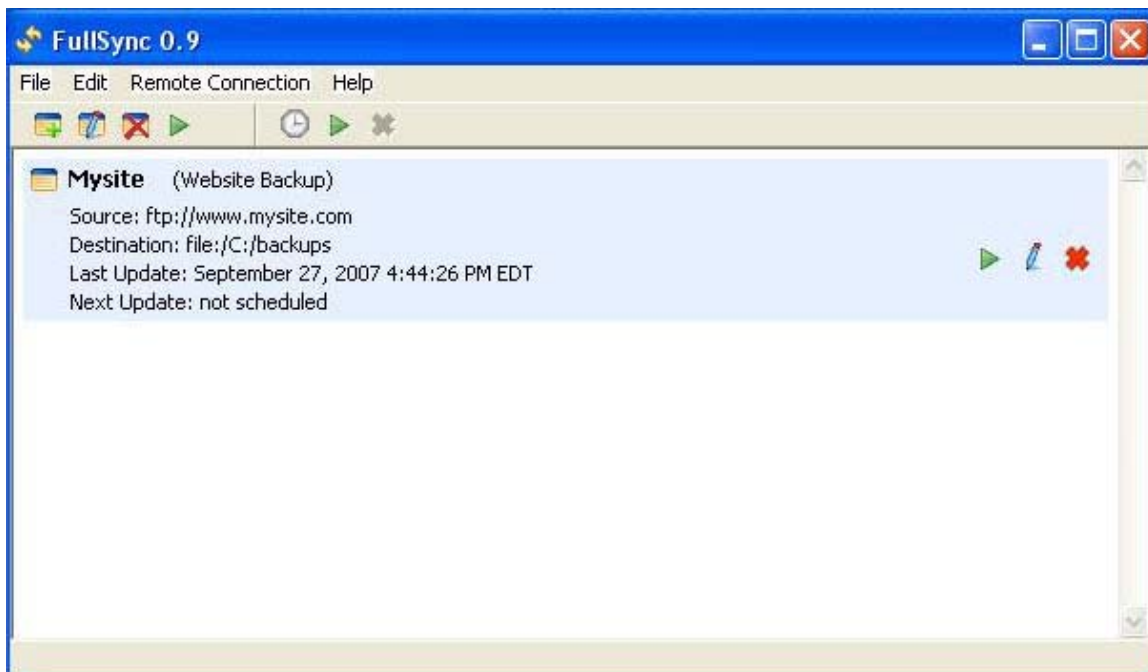
I personally feel that 72 hours works well for me, but again this is something you must decide upon yourself.

Click "ok" and you will then see the profile screen again.

At the bottom you will see a section labeled "Rule Set".

Select "Simple Ruleset" and place a check next to "Sync Subdirectories" to backup all of your top level folders.

Now click the "ok" button and you will see the following screen:

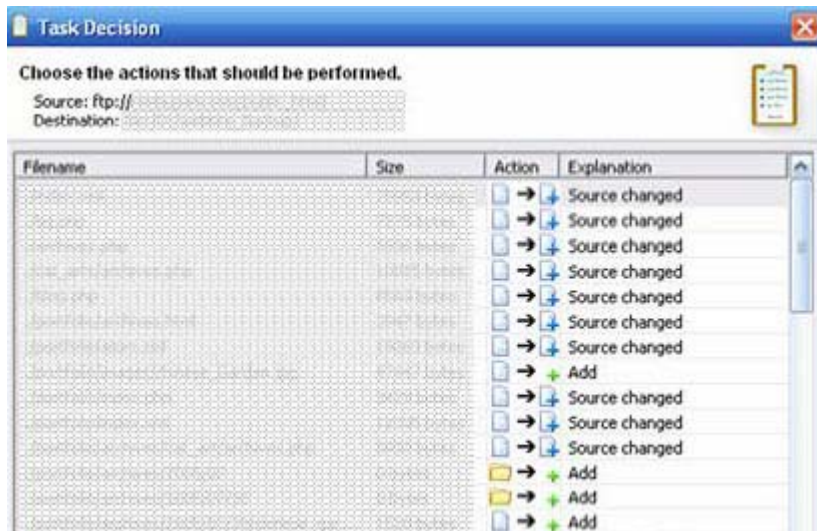


Make sure your Website profile is highlighted and click on the green arrow to the left.

FullSync will then access your server and start analyzing the files that can be copied to your hard drive.

If you have a large Website, this process could take several hours, so be patient.

When the scan is complete you will see the following screen:



Now you simply right click on any of the files you don't want to backup and select "ignore".

When you are finished click on the "Go" button at the bottom and FullSync will start to make copies of your files.

Be sure to keep the program opened in your taskbar or it won't be able to run any of the scheduled backups.

I strongly suggest reading over the FullSync help files for more advanced features.

### Using AutoMySQLBackup For Your Databases

Now that you are automatically saving your important Website files, it is vital that you backup your MySQL databases as well.

To do this, you will need to use the popular AutoMySQLBackup script.

You can download it for free at:

<http://sourceforge.net/projects/automysqlbackup/>

Before you open the AutoMySQLBackup file, I suggest you also download a copy of Pspad here <http://www.pspad.com/>



Pspad is a dedicated text editor that won't jumble the formatting of the script coding like Notepad does.

Now open the AutoMySQLBackup script with Pspad or another dedicated text editor. Then follow these steps to setup the script:

1. After opening the script, you should see the following variables:

```
# Username to access the MySQL server e.g. dbuser
USERNAME=dbuser

# Username to access the MySQL server e.g. password
PASSWORD=password

# Host name (or IP address) of MySQL server e.g localhost
DBHOST=localhost

# List of DBNAMES for Daily/Weekly Backup e.g. "DB1 DB2 DB3"
DBNAMES="DB1 DB2 DB3"

# Backup directory location e.g /backups
BACKUPDIR="/backups"

# Mail setup
# What would you like to be mailed to you?
# - log : send only log file
# - files : send log file and sql files as attachments (see docs)
# - stdout : will simply output the log to the screen if run manually.
# - quiet : Only send logs if an error occurs to the MAILADDR.
MAILCONTENT="stdout"

# Set the maximum allowed email size in k. (4000 = approx 5MB email [see docs])
MAXATTSIZE="4000"

# Email Address to send mail to? (user@domain.com)
MAILADDR="user@domain.com"
```

All variables that must be changed are highlighted in red.

You will want to set the variables to these parameters:

**USERNAME** = This is your database username

**PASSWORD** = Your database password

**DBHOST** = localhost (leave this as is)

**DBNAMES** = "all"

(when set to "all" then any new databases will automatically be backed up without needing to modify the script)

**BACKUPDIR** = "/home/yoursite/dbbackups"

This must be an absolute path to your home directory.

**MAILCONTENT**= "quiet"

This setting will email you only if there is a log file. If you would like the backup files sent as an attachment set this to "files"

**MAILADDR**= "user@domain.com"

This is the email where you want the backup reports to be sent.

**\* Note: If you are unsure of your database username/password or the absolute path to your home directory, be sure to ask your host**

The first time AutoMySQLBackup runs, a folder named "dbbackups" will be created in your home directory. It is extremely important that your backup files are stored in your home directory, because it is private (and can't be downloaded by anyone but you).

2. Now save the changes you have made and upload the script to your Website's home directory (do not put it in any Web accessible directories).

3. CHMOD the script to 744

4. Now you will want to run a cron job to ensure that your databases are being backed up on a regular schedule.

Go to the cron control panel for your Website and enter the absolute path to the script. The path should look similar to this:

**/home/yoursite/automysqlbackup.sh.2.5**

Now set the schedule you want it to run on, and then execute it.

You can also copy the script to /etc/cron.daily to have it run automatically every night

If you are unfamiliar with running cron jobs, ask your Website host to show you how to set it to run daily. It is also important to note that since some cron jobs use up server resources, your host may not allow you run this script yourself. In this case you will need to ask your host to execute the script for you.

### **What AutoMySQLBackup Does**

Each day AutoMySQLBackup will run (if setup on /etc/cron.daily) and it will save your specified databases to the /dbbackups/daily directory. It will rotate the daily backups weekly so you should never have more than 7 backups inside the directory.

Every week AutoMySQLBackup will again backup your databases and save them to /dbbackups/weekly, these files will be rotated every 5 weeks so there should never be more than 5 backups inside the directory.

On the first of every month AutoMySQLBackup will create a backup of all databases and place them into /dbbackups/monthly. Due to the infrequency of these backups, they are never rotated.

**Tip: Be sure to add the /dbbackups folder when adding files/directories to be backed up by FullSync. By combining the power of both of these programs, all of your important Website files, including the MYSQL databases will be saved automatically!**

## ***HOW OFTEN SHOULD YOU SCHEDULE YOUR BACK-UP ROUTINES?***

How often you will backup your files can vary depending upon how much you update your Website. Only you can determine if backing up your files on a daily basis is feasible, but I recommend you at least make weekly backups of your most important Websites.

I would also suggest that you store your most vital files on a USB flash drive. While you can back-up important files on your hard-drive and external hard-drive, keep in mind that they are at risk of contracting viruses and can become corrupted.

There is also the possibility that your computer could be destroyed in a fire, flood, or other natural disaster, wiping out all of your data. That is why you should always keep your flash drive inside a fireproof safety deposit box. I place my most indispensable files on my USB flash drives on weekly basis.

Once I am done copying the files onto the flash drives, they go right back inside the fireproof box.

Remember, this information is your most valuable asset and should be treated as such.

## ***YOU HAVE BEEN WARNED!***

Now take action!

If this report doesn't scare you enough to take action now, keep in mind that it is only a matter of time before you must deal with a server crash.

It isn't a matter of if, but WHEN.

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