

# NEW WEBMASTER'S

The Seven Steps for Designing, Building, and Managing  
Dreamweaver 4 Web Sites

# GUIDE TO DREAMWEAVER® 4

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Jason Gerend  
Stephen L. Nelson

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Stephen L. Nelson**

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New Webmaster's Guide to Dreamweaver 4:  
The Seven Steps for Designing, Building and Managing Dreamweaver 4 Web Sites  
Electronic Edition

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# INTRODUCTION

*New Webmaster's Guide to Dreamweaver*® 4 focuses on the process of creating a Web site by breaking down the work into seven distinct steps. Using this approach, we pick a single construction method for building a Web site and then follow that method from start to finish. Such an approach means we give you the information you need to prepare a Web site for your business or organization, but we don't provide encyclopedic coverage of the Macromedia Dreamweaver program.

We think breaking the process of creating a Web site into steps works better for the typical Dreamweaver user—and especially for the person who never aspires to become a Dreamweaver expert or professional Web site developer. Breaking the process into steps forces us (the authors and the reader) to focus on the final product—a polished professional Web site. And breaking the process into steps also lets us create a book that filters everything we *could* say about Dreamweaver into just what the new webmaster *should* know.

## What This Book Assumes About You

This book makes two assumptions about you. First, the book assumes that you're not and don't want to become a Dreamweaver expert. Rather, we assume you're a professional working in business, for a nonprofit organization, or perhaps in public service. We assume that you want to use Dreamweaver to build and enhance the Web sites you make.



The book also assumes that you're familiar working with the Microsoft Windows operating system. In the pages that follow, as a result, you won't get detailed information about how to choose menu commands or select dialog box buttons and boxes. If you don't already possess this knowledge, you'll need to acquire it either by using the online help available in Windows, by getting a quick tutorial from a friend or co-worker, or by reading a good introductory book.

**NOTE** *Dreamweaver is available for the Macintosh, but this book covers the Windows version. If you have the Macintosh version, you can still use this book; however, Dreamweaver will look and act slightly differently than shown here. The difference is slight though—in almost every aspect, the two versions are identical.*

## Why Use Dreamweaver?

Dreamweaver is an extremely powerful Web-site-creation tool. You can use it to make all your Web pages, modify existing pages, and manage your entire Web site.

Creating basic pages with Dreamweaver is easy, but this program really excels when it comes to developing complex pages and streamlining the entire process. Dreamweaver is arguably the best program available for creating complex page layouts, using either tables or layers. You can use Dreamweaver's Library, Templates, and CSS Styles features to give your Web site a consistent look and vastly reduce the amount of work involved in making changes to your Web site. Dreamweaver also provides a powerful History feature so that you can record and replay Web-page-creation tasks. These features are largely unparalleled in other Web page editing programs.

With this said, if you're a user of Microsoft Office programs, you might be a little lost when you first open Dreamweaver. However, if you're willing to accept a slightly steeper learning curve, you'll find that Dreamweaver is a great program to grow into. In most aspects, it is more powerful and more efficient than any other Web-page-creation program.

**TIP** *If you need to collect information from visitors using forms on your Web site, you might want to use FrontPage to supplement the work you do with Dreamweaver. FrontPage, when paired with FrontPage Server Extensions support from your ISP, can easily make forms work—something that is a bit tricky with Dreamweaver.*

# How This Book Is Organized

This book breaks the process of building a Dreamweaver Web site into the following seven steps:

## Step 1: Determine Your Web Site's Goals

You can most effectively create a Web site if you have a clear sense of the site's purpose and goals first. Step 1 introduces some common Web site goals, and then helps you identify goals that are appropriate for your site. It also discusses how to deal with goal changes.

## Step 2: Lay Your Foundation

Once you have your goals established, your next step is to prepare the foundation of your Web site by getting a domain name and locating a company to host your site. Step 2 shows you how.

## Step 3: Collect and Organize Your Content

After laying your foundation, it's time to gather content together and organize it for use on your Web site. Besides simply collecting existing content, this step also involves creating or digitizing new content, creating a central location to store content, establishing a file naming convention to use on your site, organizing your content, and drawing up a plan for your site.

## Step 4: Create Your Site

The actual process of creating a Web site page by page begins with Step 4. We walk you through setting up your Web site in Dreamweaver, introduce the Dreamweaver Site window interface, and show you how to manage files in Dreamweaver and coordinate the work of multiple users.

## Step 5: Create Your Pages

After setting up your Web site, you need to create pages for your site. In Step 5 we introduce you to Dreamweaver's Document window, where all page editing is done, and show you how to create basic Web pages, including working with text, hyperlinks, and images.

## **Step 6: Polish Your Pages**

Once you've created your Web site, you can then refine your Web pages to make them more effective and professional. In Step 6, we cover a number of special tasks to help you polish your home page, along with ways of making all your pages more consistent and effective. You also learn how to create advanced layouts using layers and tables.

## **Step 7: Deploy Your Web Site**

The last step in the Web-site-creation process is the actual deployment of your site. This includes testing your site for errors, publishing it to the Internet, submitting your site to search engines, and publicizing your site elsewhere—both on and off the Internet. These tasks are all covered in Step 7, along with monitoring your site for errors after it is posted and tracking the amount and kinds of visitors that your site receives.

## **Appendix A: Internet and Web Basics**

Appendix A presents background information on the Internet and its many methods of communication. If you're unfamiliar with the way the Internet works, or would like a refresher, start here.

## **Appendix B: An Introduction to HTML**

Appendix B provides a brief introduction to the way Web pages actually work—through HTML code. It also provides a useful quick-reference guide to some of the most common HTML tags, which can be invaluable when using Dreamweaver's Tag selector feature.

## **Appendix C: Hyperlinks in Dreamweaver**

Appendix C presents information on the three types of hyperlink addressing methods: absolute, document relative, and site-root relative.

## **Appendix D: Creating Web Stores**

Web stores aren't as easily created using Dreamweaver; however, in Appendix D, we discuss the various methods you can use to create a Web store and how to choose a method that's suitable for your company.

## Appendix E: Using Frames

Frames can be tricky to implement properly, and they are a disaster when implemented poorly. Fortunately, Dreamweaver makes it easy to create frames and modify them to suit your needs. Appendix E teaches you the essentials you need to know in order to properly create a Web site with frames.

**NOTE** New Webmaster's Guide to Dreamweaver 4 *also includes a glossary of Dreamweaver and Web site terms.*

## Conventions Used in This Book

This book uses three conventions worth mentioning here. The first is this. We view this book as a conversation among professionals. That means the pronoun *we* refers to us, the authors. And that means the pronoun *you* refers to you, the reader. In this case, this conversation style means you will frequently see the pronoun *we*, because two of us, Gerend and Nelson, wrote the book. Although *we* has sometimes been used as a stilted self-reference by writers, please don't take it that way. Think of us as workshop presenters or discussion group facilitators, with jackets off and ties loosened. Think of us, in other words, as colleagues. Think of this book as a conversation.

Another convention is that we call the main chapters of the book *steps*. The benefit of doing this is that it lets us focus on and emphasize the process of creating a Web site. But, unfortunately, there's a slight problem with this convention. We also want to provide numbered step-by-step instructions in the chapters, or steps, of the book. Whenever some task can't be described in a sentence or two, in fact, we'll use numbered steps to make sure you can follow the discussion. So this "chapters-called-steps" convention may confuse matters. If we say that "in the preceding step, we described how to do such-and-such," are we referring to the preceding chapter? Or are we referring to a preceding numbered step? You see the difficulty.

Here's what we've come up with. Whenever we use the term *step* to refer to a chapter, we'll just give you the entire step name. For example, if we say that in "Step 2: Lay Your Foundation" we describe how to do such-and-such, you'll know what we mean. If we don't give you the step name, you'll know we're talking about the preceding numbered step.

A third convention concerns references to the buttons and boxes in Dreamweaver windows and dialog boxes. Even though they don't appear that way onscreen, this book capitalizes the initial letter of the words that label buttons and boxes. For example, the box that is actually labeled "Save as type" gets referenced in these pages as the Save As Type box. The initial caps, then, will be a signal to you that we're referring to a label.

## *Step 1*

# DETERMINE YOUR WEB SITE'S GOALS

### **Featuring:**

- Reviewing Common Web Site Goals
- Identifying Your Web Site's Goals
- Revising Your Goals

**T**he Web is a land of opportunity for many companies and organizations—a whole new way of reaching customers and providing information, products, and services to your clientele. To take advantage of this vast new resource, you need a Web site. Although it's easy to create one, you get the best results if, before you start, you determine why you want to create a site and what you want it to accomplish. Identifying your Web site's goals makes it simpler to create your site and helps to ensure that you meet these goals.

This step helps you decide upon your site's goals and also briefly discusses how to revise your goals as the needs of your Web site change.

## **Reviewing Common Web Site Goals**

Businesses and organizations share a number of common goals for their Web sites. As you begin planning what you want your own Web site to accomplish, take a moment to review the following goals. Our aim is to help you clarify what your own site should accomplish.

# Advertising

Advertising is perhaps the most common goal for a Web site. The Web lets you advertise and publicize for a very modest cost. The Web lets you use any medium in your advertising (text, pictures, video, and so on), allowing for unparalleled richness of expression. In addition, you can easily change and update your information.

If you want to create a Web site to advertise your company, its products, or services, here are some general types of information you might want to include:

- General information, for example, what your company does and what makes it noteworthy.
- A listing of products and services, including detailed information about them as well as ordering information.
- Current activities information, including upcoming events and coverage of past events.
- Location information, including your address, a map, and directions.
- Contact information, such as e-mail addresses and phone numbers for visitors who might have questions or want to contact someone for more information.
- Financial information, such as any required financial disclosures or voluntarily shared financial reports. Figure 1-1 shows a Web site devoted to this purpose.

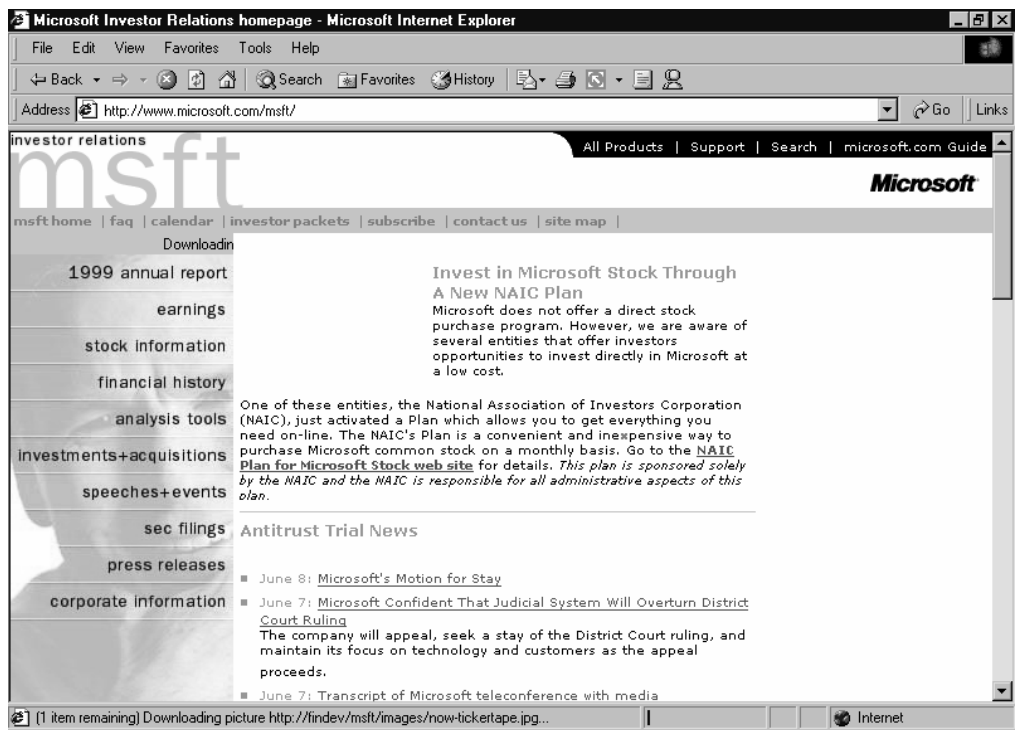


Figure 1-1 The Investor Relations page at Microsoft's Web site.

**NOTE** *Although a Web site is one of the best ways to advertise, usually you need to put a little effort into advertising the site before it can be truly effective. This is because Web sites often act as second-stage advertising. Once people realize that they want more information (either because they're looking for something or because you've attracted their attention through some other form of advertising), they can go to your Web site and find all the information they want. That's powerful. But before your site can be effective, you need visitors. "Step 7: Deploy Your Web Site" describes tactics to employ for performing this first-stage advertising for your firm's Web site.*



## Selling a Product or Service

Creating a Web store makes purchasing products and services more convenient for everyone. Ordering from a Web site can save customers the hassle of going to your brick-and-mortar business location or the inconvenience of ordering over the phone. Processing orders over the Internet also reduces the amount of resources you expend on telephone and personnel costs.

**NOTE** *For more information on Web stores, see “Appendix D: Creating Web Stores.”*

If you want to create a Web site to sell products or services, here are some recommendations:

- Don't make a big investment in a Web store unless you're sure it's going to be profitable. A glorified order form can make a good proof-of-concept and is much easier to create than shopping cart systems with online payment processing.
- Create an online catalog with detailed information about your products or services.
- Link each product or service to your ordering system, if possible.
- Make it easy for people to order via traditional means—i.e., the phone. Prominently display your ordering phone number by products and in your online ordering system. Have “online-only” specials if you want to reduce phone costs.

**NOTE** *Regardless of what you think about [www.amazon.com](http://www.amazon.com), you should visit their Web site—even if you compete with them (perhaps especially if you compete with them). They've done an impressive job of providing numerous paths to find their products and different ways to search through their inventory. For example, they have several different bestseller lists for Microsoft Excel books, each listing books in a different order for a different group of Excel readers. We strongly suspect their several bestseller lists of Excel books, each really an alternative path to the same products, boost their sales of Excel books because they make it more likely someone will find them.*

# Distributing Digital Content

If your company or organization provides unusually valuable content, consider charging for access to the information. Online content distribution provides a virtually cost-free means of distributing your content. It also provides “instant gratification” to customers who can immediately view content without having to wait for CDs or disks to arrive.

Only attempt to sell content that is worth paying for. Examples of types of content that can be sold over the Internet include the following:

- Data your company or organization has collected that is unique and valuable. A fairly sky-high example of valuable content is found at the site *www.spaceimaging.com*, as shown in Figure 1-2, which sells spy satellite photos.

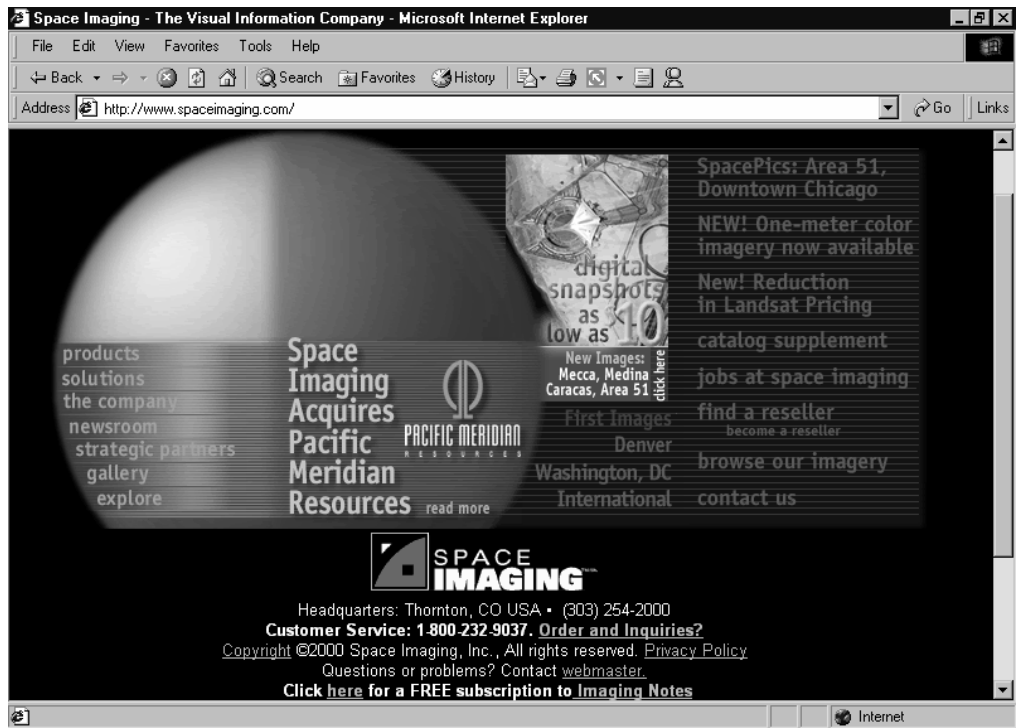


Figure 1-2 A Web site selling spy satellite photos.

**NOTE** *Even more than selling “real” products and services via a Web store, distributing content digitally requires additional development effort, so you’ll probably need to hire outside help to set this up.*

- High-quality information that your company or organization used to charge for. An example site is *www.worldbookonline.com*, as shown in Figure 1-3, which sells access to its *World Book Encyclopedia*.

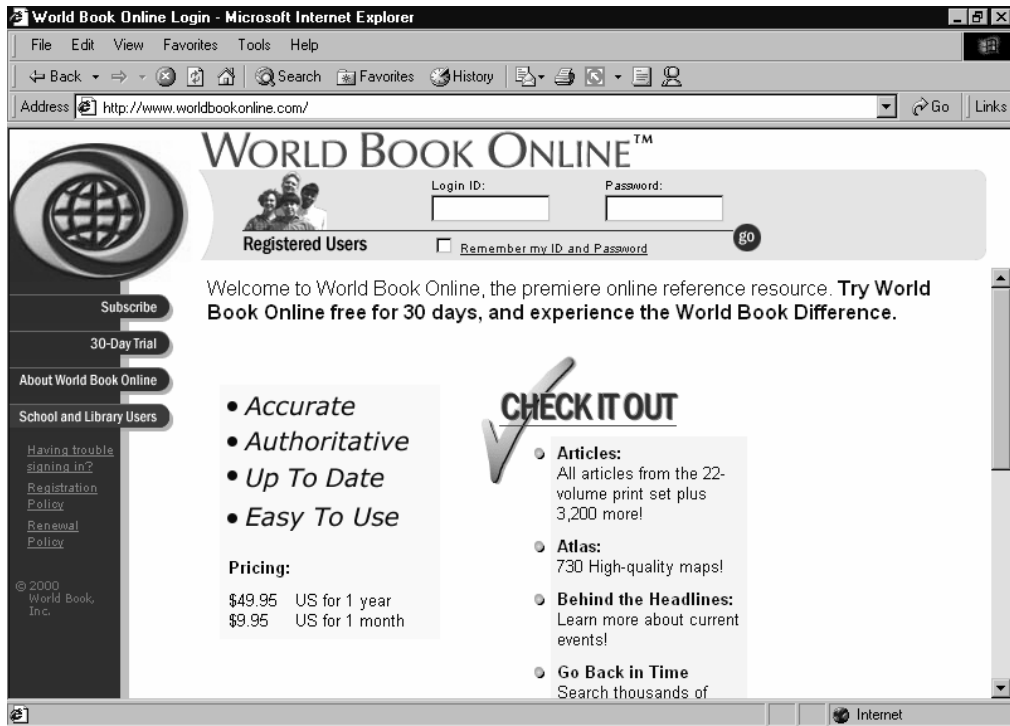


Figure 1-3 The World Book Online Web site.

- Professionally created content of interest to visitors, such as high-resolution photos, artwork, sounds, or music. Instead of treating your content as products to sell, you can instead treat it as a service to which visitors can subscribe. An example of this kind of site is *www.arttoday.com*, as shown in Figure 1-4, which sells access to its images and clip art.



Figure 1-4 The ArtToday Web site.

## Disseminating Information

Perhaps the greatest strength of the Web is how well it's suited to passing on information. No printing costs are involved; information can be changed as frequently as necessary; pictures, audio, and even video can be included with text; and there are no real limits on how much information can be posted on a Web site. You can leverage this ease of information transfer by creating an information-sharing Web site, which can benefit a company or organization in a number of ways.

Some other ways you can disseminate information via a Web site and use it to benefit your company or organization are as follows:

- Distribute all information and forms your customers might need to interact with your company or organization. The Web site of the U.S. Internal Revenue Service (IRS) is an excellent example, as shown in Figure 1-5. By making just about every bit of tax information available online, the IRS reduces the burden on its phone staff, reduces the number of taxpayer errors on the tax returns it reviews, and presumably builds goodwill toward the organization. UPS and Federal Express are two other examples of companies that streamline their businesses by providing valuable information to their visitors (they post sending and tracking information).



Figure 1-5 The Small Business Corner page of the IRS Web site.

- A nonprofit organization can take advantage of the Web to educate the public about issues in which the organization is involved, helping to make progress on the issues while at the same time increasing public awareness of the organization.
- Draw upon your company or organization's unique knowledge or perspective to make your Web site a comprehensive information source. This offers visitors something of value that they can't get elsewhere.

- If your company manufactures or sells a product, create some tutorials or product tips on your site to help customers make better use of the product.
- Create a newsletter related to your business's occupation containing industry news, opinion articles, case studies, and product reviews.
- Provide information on activities or tasks that are slightly outside the scope of your company's products. This can help to make your site a central information hub, which visitors can use to find related information of interest to them.

## Generating Online Advertising Revenue

Some firms and organizations can help support the cost of a Web site (or even make it a profit source) by allowing other companies to advertise on their site or by earning commissions from referring visitors to online stores. Just as most magazines are largely advertiser-supported, it's possible to run a profitable online magazine or newsletter supported largely or exclusively by banner ads and affiliation programs on your site. Yahoo! (*www.yahoo.com*) is an example of a Web site that generates a large amount of income from ads, as shown in Figure 1-6.

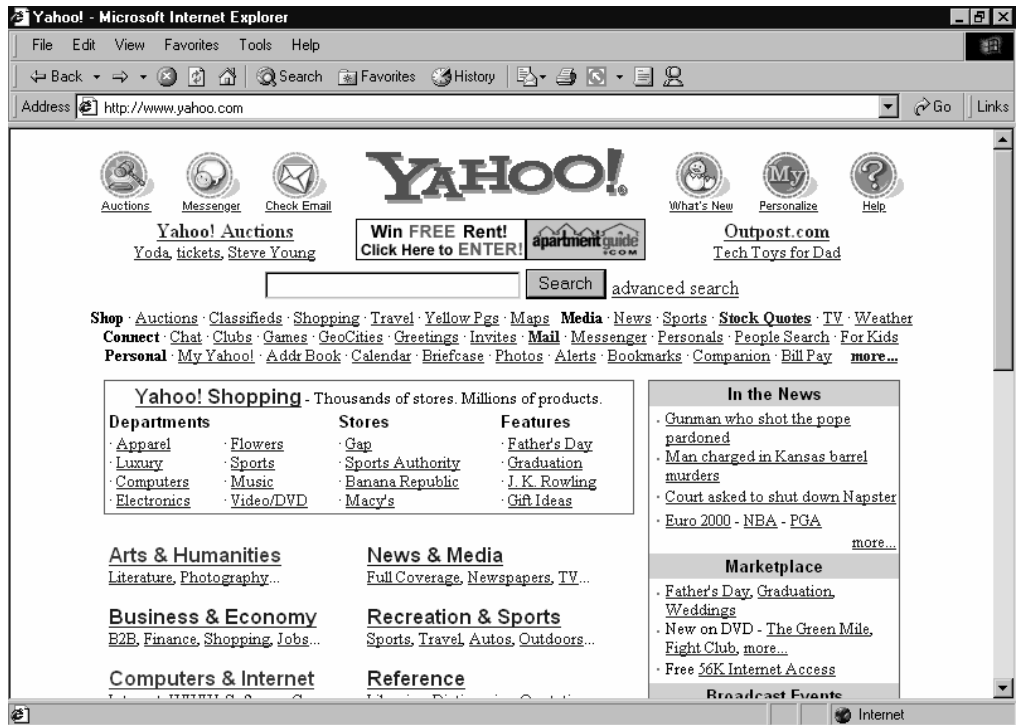


Figure 1-6 Yahoo!'s Web site.

If you want to create a Web site that generates advertising revenue, here are some recommendations:

- Make sure that your site can sustain a high number of hits (visits to your site) and will generate a large number of click-throughs (instances where a visitor clicks on an ad). To do this, you'll probably need some enticing content—possibly an online newsletter, tutorials, or free downloads relating to your products or industry.
- Hold off on placing ads on your Web site until your site is established and generating a significant amount of traffic, and then choose ads that are most appropriate to your visitors.

**TIP** *If your Web site presents reviews or recommendations on products that can be purchased over the Web, consider becoming an affiliate with an online store that sells these products. You can then place special hyperlinks on your site that link to the products at the online store you're affiliated with. This way, your organization earns referral commissions for each visitor who uses your links to make a purchase at the online store.*

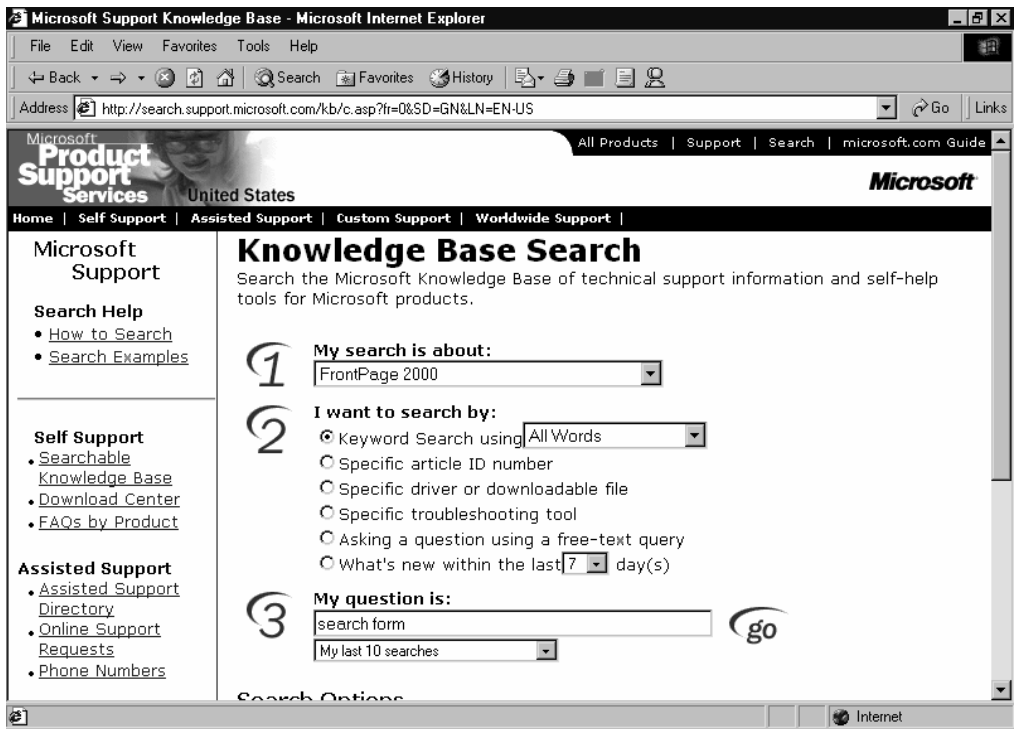
## Supporting a Product

Customer and technical support are two business activities that can significantly eat into profits. It's expensive to maintain a staff to handle customer and technical support (or divert resources from employees with other job functions), pay for a toll-free number, and deal with unhappy customers.

Creating a Web site or a portion of a site dedicated to customer or technical support won't eliminate the need for offline support. However, it can help reduce the need for traditional phone-based support by empowering customers to solve the most common problems themselves.

Some common items on customer support Web sites include the following:

- A list of frequently asked questions (FAQ), which customers can use to get instant answers to their questions, often eliminating the need to call customer support.
- A knowledge base of support articles, so customers can access trouble-shooting information on their own. The articles can then be placed on the site along with a form that allows users to search for a specific article, as shown in Figure 1-7.



**Figure 1-7** The Knowledge Base Search section of Microsoft's Product Support Services Web site.

- Contact information, so customers can get in touch with traditional customer support in case they can't find what they need online. Although this usually means a telephone number, you may want to encourage visitors to preferentially e-mail the support staff.
- Online discussion groups, where visitors and company personnel can post and reply to messages, much like a Web-based newsgroup, as shown in Figure 1-8. Online discussion groups can help reduce support costs by permitting users to help each other.



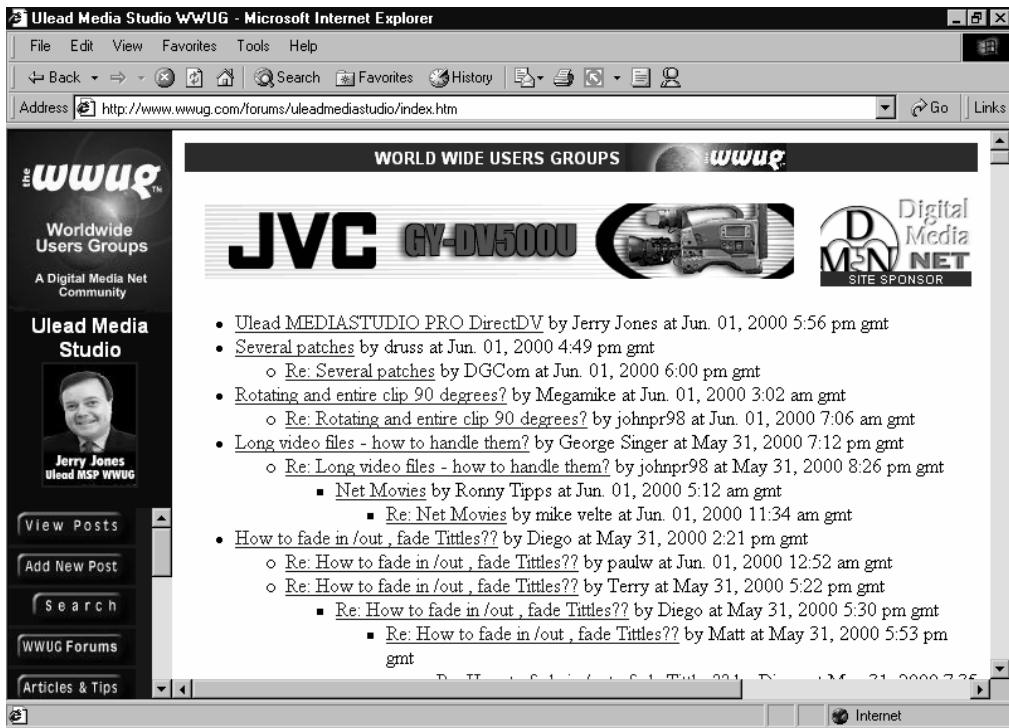


Figure 1-8 A discussion group Web site dedicated to Ulead's MediaStudio Pro.

- Chat-based online support, where users can contact support personnel in a real-time, text-based chat session across the Internet. Although this is cheaper than phone-based support, it isn't natively supported by Dreamweaver, so you would need to use third-party software such as HumanClick at <http://www.humanclick.com>, as shown in Figure 1-9.



**Figure 1-9** An online support chat window as provided by HumanClick's software.

- Product manuals, so users can find the information they need without contacting customer support.
- Product updates, so users can download or order updated versions of your products.

**NOTE** *Microsoft's Product Support Services Web site at <http://support.microsoft.com> is perhaps the best product support Web site in existence. It provides FAQs for each of the company's products, along with information on how to get phone support as well as online support. It also provides users with the ability to search the same database of articles the product support staff uses, enabling users to essentially be their own support technicians. Take a look at this site if your company needs more product support.*

## Complementing a Curriculum

The Web can help out parents, teachers, and students by serving as a sort of online publication location where just about anything that normally would appear in print can be found, as shown in Figure 1-10. This reduces the amount of paper used for handouts, makes it easier for students to get assignments done, and generally helps students and parents more easily find the information they need.

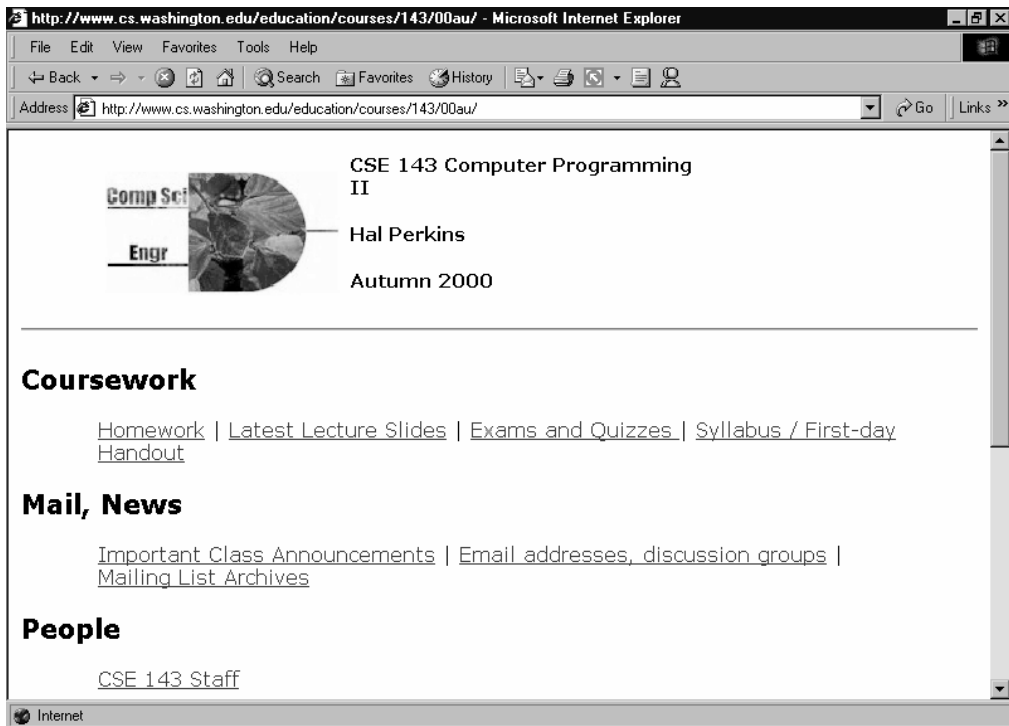


Figure 1-10 An example of a simple Web page designed to accompany a class.

Ideally, a Web site designed to complement a curriculum or school should contain anything that would ordinarily exist in hard copy. Here are some suggestions:

- Make current assignments available for convenient access.
- Post the due dates for assignments, test dates, and information on special lectures.
- Make copies of lectures available online, if this is appropriate. Making lecture slides available can also increase the perceived value of the class.
- Include information on how grades are calculated and other background information, such as attendance policy and office hours.
- Post current course descriptions, class times, and dates for easy reference.
- List registration information and instructions. Not all schools will want to make online registration available because of the complexity and cost involved (it generally requires hiring an outside contractor to set up online registration systems), but most will want to post information on the proper way to register.
- Post cafeteria menus and prices.

- List the faculty, their credentials, and contact information.
- Post specific information about the school, its history, and its future. (See the earlier “Advertising” section for more ideas.)

## Identifying Your Web Site’s Goals

As you review the common Web site goals, you will probably find your own initial objectives come into focus. You will find yourself seriously considering the pursuit of certain Web site goals (such as advertising) and abandoning other goals (those not relevant to your organization’s activities.)

As you do this, we suggest you keep a close eye on both what your competitors are doing and on what the large successful Web sites are doing. Both types of Web sites should help you further refine the list of goals you select for your Web site.

You might also find it helpful to write out answers to the following three questions:

### 1. What should the site accomplish?

Are you advertising your company, selling a product or service, acting as an online newsletter, providing customer support, or complementing a teaching curriculum with your Web site? Although more than one purpose for a Web site is generally the norm, clearly defining what your site should accomplish is a vital step in creating an effective site.

### 2. How is this going to benefit my company or organization?

Web sites benefit companies in many ways, including increased sales, decreased customer support costs, improved public image, or a better understanding of the company or organization (especially beneficial to nonprofit organizations). By formally identifying and recording the benefits you want to achieve, you increase your chances of success.

### 3. What content should the site contain in order to accomplish the Web site’s purpose?

After determining what you want your Web site to accomplish, identify the content that will help your site live up to your company or organization’s expectations. If the site exists to inform the public about a specific issue, it’s important to have lots of information regarding that issue and not as important to have pictures of your company picnic. Your content needs to attract users to your site, keep them there, and entice them to return. Keep asking whether any potential content will help further the purpose of the site—if it doesn’t, think twice before spending time and resources on it.

**TIP** *Research your target audience. Identify the types of people who are most likely to view your site. You might even find it useful to create personas that embody the different demographics you are trying to appeal to. By posing questions—Will our customer like the site? Will our vendor find the needed information?—the hypothetical users help you keep your focus when designing your site.*

## Revising Your Goals

We want to close this short chapter with a general comment about reviewing your Web site goals. Thinking about what you should do with your site and investigating what other firms are doing with theirs is time and effort well spent. We suggest that you view your list of goals as a document to be revised, updated, and expanded as your expertise grows and the conditions of your industry or your organization's role in society change.

Most Web sites—even some created by large organizations—can be viewed as the electronic equivalent of a bulletin board. As you find or create some appropriate Web content, you simply pin the content to the bulletin board—or post the content to your Web site. When content needs to change, you update the content or replace it. If content needs to be removed, you remove, or unpin, it from the bulletin board. Such a bulletin-board approach lets your Web site grow organically. And such an approach means you can (and probably should) continue to refine and adapt your Web site goals.

## Summary

When planning your Web site, it's helpful to examine goals that Web sites have in common and then look at the types of content appropriate to accomplish those goals. After seeing what other companies have done, it's easier to determine the goals for your organization's site. Once you establish your goals, we believe that you'll be able to rapidly create your site and make it available to visitors by taking a sort of bulletin-board approach to its development—placing whatever information you have up rather quickly and then slowly refining your site.

## *Step 2*

# LAY YOUR FOUNDATION

### **Featuring:**

- Acquiring a Domain Name
- Why You Need Your Own Domain Name
- Choosing a Registrar
- Choosing a Web Hosting Service
- Signing Up for Service

**B**efore you can begin constructing a Web site, you need to lay a foundation by acquiring a domain name and choosing a company to host your site.

**TIP** *This is a good time to assess who will work on your Web site and to assemble everyone involved. If you have any information technology professionals in your company or organization, they could be a big help in laying your Web site's foundation, as well as smoothing out the creation process. Artistic employees can often help determine what works visually for the Web site, or create unique graphics for your site as necessary. Others can prove invaluable for their knowledge of what content is available for use on the Web site or for their ideas on what would be appropriate content to add to the site.*

# Acquiring a Domain Name

Because of how quickly domain names are being registered (and thus eliminated as potential names for your company or organization), it's important to get a domain name as soon as you've determined the purpose of your Web site.

The next sections give you a background on domain names, explain why you should get one, and help you choose and secure a domain name for your company or organization.

## Domain Name Background

Understanding what domain names are and how they work makes choosing a good name easier and more logical. Fortunately, as a business user, there are only three essential pieces of information you'll need to understand: IP addresses, DNS, and domain hierarchy.

**NOTE** *To follow this discussion, you'll find it helpful to first understand the technical details of how the Internet works. If you don't already possess this information, you may want to review "Appendix A: Internet and Web Basics."*

## IP Addresses

Computers on the Internet use an Internet protocol (IP) address to identify the precise location of the computer. An IP address makes it possible for people and programs to find the computer on the Internet. Without an IP address, a computer can't communicate on the Internet.

An IP address consists of four sets of three numbers, for example, 169.254.255.254.

## DNS

Because of the user-unfriendly nature of IP addresses, a service was created to allow people to access Internet computers using names instead of long strings of numbers. This service is called the Domain Name Service (DNS).

What the DNS service does, essentially, is translate the name you use to identify an Internet resource, such as a Web site, to the IP address that the network actually uses to locate the Internet resource. A computer called a DNS server performs the DNS service.

If you type *www.microsoft.com* in the Address box of a Web browser, for example, your computer asks your Internet service provider's (ISP) DNS server for Microsoft's IP address. The DNS server looks up the IP address and sends it back. Your computer then directly queries the IP address that it received to retrieve the Web page. This process is illustrated in Figure 2-1.

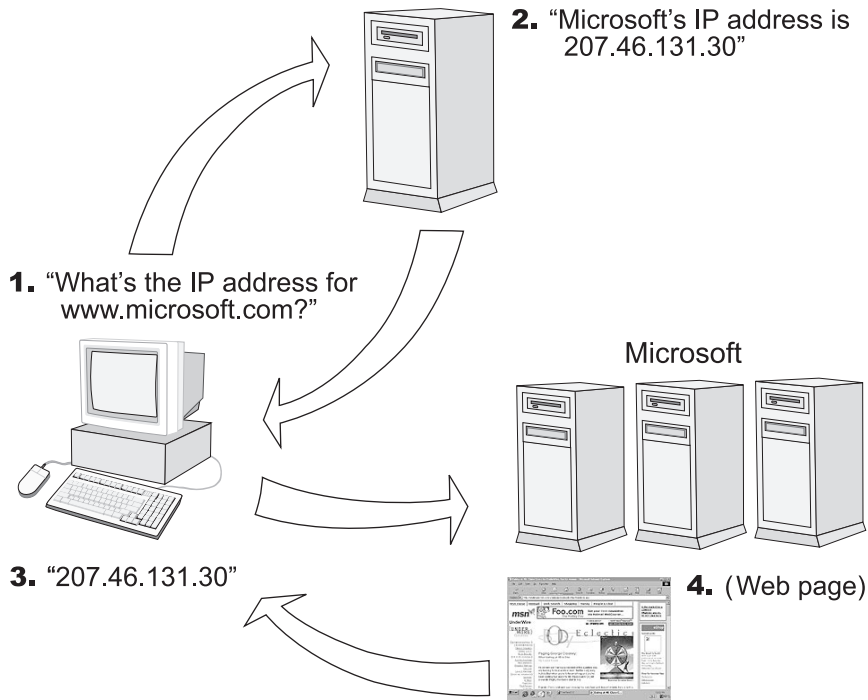


Figure 2-1 What happens when you request a Web page from *www.microsoft.com*.

## Domain Hierarchy

Domain names themselves are hierarchical and are read in blocks from right to left, with each dot indicating the next layer of hierarchy. Thus, the three letters at the end (right side) of the domain name make up the top-level domain—in the case of most businesses, *.com*.

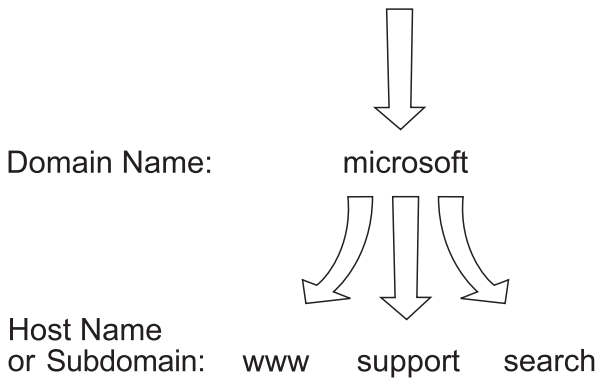
**NOTE** *The seven original top-level domains are used as follows: .com is for commercial organizations; .edu is for educational institutions; .gov is for entities that are part of the U.S. government; .int is for international organizations; .mil is for branches of the U.S. military; .net is for network organizations; and .org is for nonprofit organizations.*



Past the top-level domain (*.com*) is the domain name itself, for example, *microsoft*. To the left of the domain name is the host name, or subdomain. This is the name of a specific computer or a child domain. Usually this is the *www* host name, the traditional host name of a Web server. Figure 2-2 shows this hierarchy for Microsoft's domain name.

**NOTE** *A company can also have multiple subdomains within its domain. For example, besides `www.microsoft.com`, Microsoft also has `support.microsoft.com` (for product support) and `search.microsoft.com` (for searching Microsoft's Web site) subdomain.*

Top-Level Domain: `.net .com .org .gov .edu`



**Figure 2-2** The hierarchy of Microsoft's domain name.

**NOTE** *In reality, a single Web server may host multiple domains (as is typical with Web hosting companies), or multiple Web servers may host the same domain and appear as the same host (as is typical with very high volume Web sites that would overload a single server—for example, `www.microsoft.com`). While these two exceptions are common on the Internet itself, on corporate intranets (private networks using Web servers and the TCP/IP protocol), each computer almost always has just one host name.*

## Why You Need Your Own Domain Name

You don't *have* to acquire your own domain name for your Web site. You *can* use the domain name of your Web hosting company to save money, since most ISPs provide free Web hosting under their domain name. If you did this, your Web site's address would be something like `www.yourisp.com/~yourcompany`, where *yourisp* is the name of your ISP and *yourcompany* is the name of your company.

You probably don't want to do this, however. This approach confuses Web visitors about your firm's identity. It also typically creates awkward Uniform Resource Locators (URLs), or Web site addresses. And this approach makes it more difficult to move from one ISP to another.

Getting your own domain name—such as *www.yourcompany.com*—requires only a bit more work, and the extra cost is usually modest. You might pay \$15 to \$35 a year for the name and perhaps an extra \$10 a month for Web hosting.

**TIP** *Some registrars will redirect a domain name to another Web site at no charge. This permits you to use the Web site hosting that your ISP provides with your Internet access. Assuming the hosting is suitable for your company or organization, this can eliminate any extra monthly fees.*

Your own domain name gives you insurance in case you need or want to switch Web hosting companies. If you don't have your own domain name, your Web site address (and most likely your e-mail addresses, too) will change if you change Web hosts. When you have your own domain name, the only thing you need to change are some hidden settings maintained by the registrar from whom you purchased the domain name. Your Web site address and e-mail address continue to work as before.

## Picking a Domain Name

Picking a domain name is a small step in the creation of a company or organization's Web site, but in many cases your domain name is at least as important as the name of your organization. Your domain name identifies your Web site, and by extension, your business or organization.

## Picking a Host Name

There are several points to consider when picking a domain name. First of all, you want your domain name to be descriptive of your company or organization. Your first choice is your business's name, but in some instances you might choose a domain name that's based on your business's purpose instead. For example, it might be much better for a business named Vladimir Berkowitz Faucets, Inc. to select the *www.greatfaucets.com* domain name instead of *www.vladimirberkowitzfaucets.com*.

Second, your domain name should be easy to remember and spell. While a name like *www.rhythm.com* may be short and easy to remember, some people will have trouble spelling *rhythm*, potentially eliminating a large number of visitors. Perhaps something like *www.beat.com* would be a better choice.

Third, short domain names are far preferable to long ones, although only if the short name is easy to remember. This is a particularly important point since most of the desirable short domain names have already been taken. It may be tempting to abbreviate your domain name to shorten it, but do this only if the abbreviation doesn't make the name harder to remember.

**NOTE** *Barnes and Noble provides a good example of abbreviating a domain name. Its abbreviation is only two letters, `www.bn.com`, which for many people is easier to remember than `www.barnesandnoble.com`. However, visitors can use either domain name—`www.bn.com` or `www.barnesandnoble.com`—to access the site.*

Multiple domain names may be something you want to consider, too. They increase the likelihood that people will find you, and cost only \$15 to \$35 per year more per domain name (although your Web host will probably charge a one-time setup fee of \$30 or so). Multiple domain names also prevent others from skimming visitors from your Web site by choosing a similar domain name. If you decide to acquire multiple domain names, here are some suggested names:

- Your company or organization name, if you picked a more descriptive domain name to use as your primary domain name.
- Former names of the company or organization.
- Common misspellings of your domain name.
- Longer versions of your domain name, or an abbreviated version of your domain name.
- The same domain name using a different top-level domain. For example, if you registered the `www.mycompany.com` domain name, you might want to also register `www.mycompany.org` or `.net` if you want to prevent others from taking those names.

## Picking a Top-Level Domain

Besides the domain name itself, your company or organization also needs to choose which top-level domain to use, such as `.com` or `.net` or `.org`.

By far the most popular top-level domain to use is `.com`. Since this is the top-level domain most people will look under first, we recommend that businesses look for a `.com` domain name.

The `.net` domain is more appropriate for ISPs, Web hosting companies, and other Internet technology companies.

Nonprofit organizations should probably use the *.org* top-level domain, although depending on the nature of the organization you might also consider registering your domain name with a *.com* top-level domain.

Once your organization has come up with some ideas for domain names, it's time to check for their availability. Because a large number of domain names are registered every day, make a list of alternate domain names in case the domain name you want is already taken. Then either go to any registrar's Web site (Network Solutions is the original, and most expensive, registrar at *www.networksolutions.com*) or go to *www.betterwhois.com* and enter your domain name idea in the box provided, as shown in Figure 2-3.

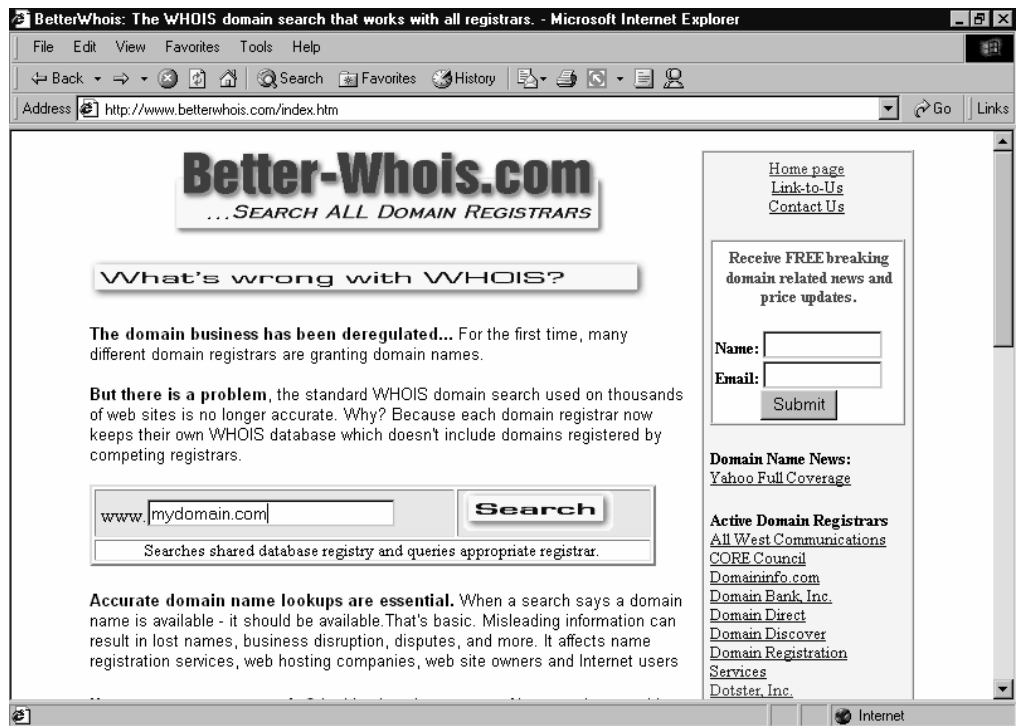


Figure 2-3 Checking out a potential domain name at the *www.betterwhois.com* Web site.

**TIP** *If all of your top choices for domain names are taken and you've exhausted your naming options, you can look into aftermarket domain names. These are domain names that were already purchased and are now being resold for a usually obnoxious price. If you think it might be worth the added cost and effort, a list of aftermarket domain name brokers is available on [www.dnresources.com](http://www.dnresources.com).*

## .TV and International Top-Level Domains

There are some instances when you might want to choose an international domain name in addition to a standard American domain name (.com, .net, .org). If your company is located in a country other than the United States of America, you should probably get a domain name from the country you're located in, such as .ca (Canada), .mx (Mexico), or .jp (Japan). You might also consider getting an international domain name if your Web site is of specific interest to residents of a certain country. For example, if your company sells fine teas and you want to cater to residents of the United Kingdom, you might want to get a .uk domain name.



You can also acquire a .tv (Tivalu), .fm (Federal States of Micronesia), .md (Moldova), or similar top-level domain if you want to take advantage of the fact that some countries' abbreviations have special meaning in English.

International domain names vary in price and must be purchased from the appropriate registrar. See the Domain Name Registration section of the [www.dnresources.com](http://www.dnresources.com) site for a listing of registrars for international domains.

## **.BIZ, .INFO, and Other New Domain Names**

In November 2000 the Internet Corporation for Assigned Names and Numbers (ICANN) approved seven additional top-level domains:

- *.aero* is for aeronautical companies.
- *.biz* is for businesses.
- *.coop* is for business co-ops and credit unions.
- *.info* is for international information.
- *.museum* is for accredited museums.
- *.name* is for individuals.
- *.pro* is for professionals, such as physicians.

The domains should be available for use around mid 2001. In order to acquire a domain name with these top-level domains, you need to go through the accredited registrars for each top-level domain. For a list of these registrars, visit ICANN's Web site at [www.icann.org/udrp/approved-providers.htm](http://www.icann.org/udrp/approved-providers.htm).

## **Valid Domain Names**

Although it's likely that your company will choose a valid domain name, there are a few restrictions to keep in mind. Domain names are case insensitive, so don't spend time thinking about what letters to capitalize. Also, you can use only letters, numbers and the hyphen character, but a hyphen can't start or finish a domain name. Lastly, the domain name can be a maximum of 63 characters long, not including the *www.* and the top-level domain (*.com*, *.net*, or *.org*).

**TIP** *Try to keep your domain names as short as possible. The average adult can remember at most seven or eight "chunks" of information, which can be letters, numbers, or words. If you choose a domain name longer than about five or six words (with maybe a chunk or two used up by the www and .com), people aren't going to be able to remember your domain name long enough to write it down, let alone remember it the next time they're in front of a computer.*

## Domain Name Disputes

In general, if another company or individual takes the domain name you wanted, use one of the alternative domain names your company or organization chose. However, if the other company or individual took the domain name specifically to negatively affect your company, you may be able to dispute their domain name registration.

In order to dispute a domain name registration, your company or organization needs to give evidence that all three of the following conditions were met:

- The domain name in question is identical or confusingly similar to a trademark or service mark to which your company or organization has legal rights.
- The current owner of the domain name has no rights or legitimate interests in the domain name.
- The domain name was registered and used in bad faith (to somehow take advantage of the domain name by either selling it for a profit, preventing the legitimate company or organization from acquiring it and/or disrupting their business, or by using it to take advantage of confused visitors going to the wrong site).

If you feel that your company or organization has a legitimate dispute on a domain name and you want to take action, contact an approved dispute-resolution provider. A list of these providers is available on the ICANN Web site at [www.icann.org/udrp/approved-providers.htm](http://www.icann.org/udrp/approved-providers.htm).

When your ideal domain name is already taken, it's often by another company with a similar name but a different business. This typically means that you can't dispute the domain name. However, depending on the domain name you end up choosing and the willingness of the other company, you may be able to arrange a link exchange to help both companies' visitors find the correct site. Usually each company places a small link to the other company's Web site on their home page, enabling lost visitors to find the correct Web site.

## Choosing a Registrar

In order to use a domain name, you need to purchase it from an accredited Internet domain name registrar. In the past, this meant Internic—now called Network Solutions ([www.networksolutions.com](http://www.networksolutions.com))—as shown in Figure 2-4. However, the Network Solutions lock on domain name registrations is over, and a multitude of companies can now sell you domain names.



Figure 2-4 The Network Solutions Web page.

Generally, the easiest way to set up a domain name is to let your Web hosting company set it up for you. This is usually done when you sign up for Web site hosting, and it saves you the work of transferring your domain name from an independent registrar to your Web hosting company (see the later section “Signing Up for Service”). The only downside is that this service is usually provided through Network Solutions, which is the most expensive registrar.

If you are willing to expend a slightly larger amount of time and effort in acquiring a domain name, you can get one yourself from another registrar. Network Solutions charges \$70 for two years, but other registrars are available with cheaper prices. Some even offer free domain name registration if you use the registrar as your Web hosting company. Besides the additional time required to find a registrar, you’ll also need to transfer your new domain to your Web hosting company, which takes a bit more time and effort (see the later section “Signing Up for Service”). For a current listing of available registrars, go to the Domain Name Resource Directory Web site at [www.dnresources.com](http://www.dnresources.com), as shown in Figure 2-5.



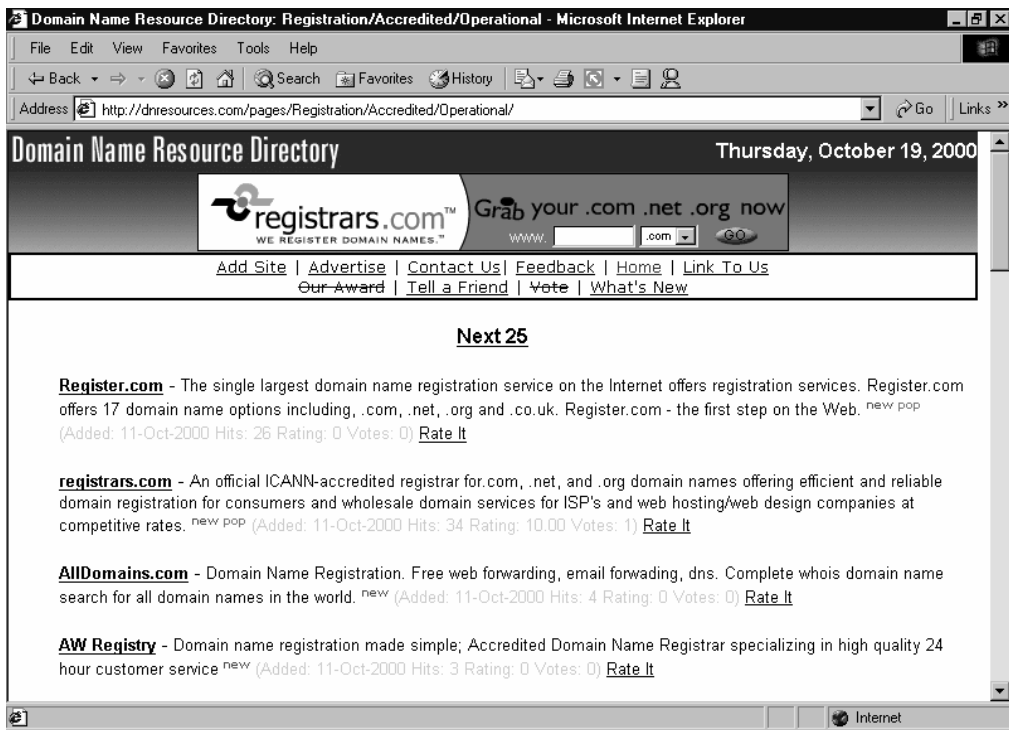


Figure 2-5 Domain Name Resource Directory's listing of registrars.

## Choosing a Web Hosting Service

Choosing a company to host your Web site can be a bewildering experience. With thousands of Web hosting companies, each offering several different hosting plans, it takes a little knowledge and some patience to choose one.

The next sections will help you understand the different features available from hosting companies, determine whether to sign up with a local or out-of-state company, and find out where to look for Web hosting companies.

**NOTE** *You may see the terms ISP and hosting company used interchangeably. Strictly speaking, an ISP provides Internet access and a hosting company hosts Web sites. However, most ISPs provide Web hosting as well as Internet access, and some hosting companies also provide Internet access.*

## Comparing Host Features

Web hosting companies offer many different features, most of them described by an excessive amount of technology jargon. Most ISPs offer several different hosting “plans,” often divided into categories such as “personal,” “business,” and “e-commerce.” Your company or organization will most likely need a business hosting plan.

### Virtual Domains/Domain Hosting

In order for you to use your own domain name (*www.yourcompany.com*), your Web hosting company will need to support virtual domains, or domain hosting (companies use different terms). This is typically a basic feature of business hosting plans, but it isn’t a feature of most personal hosting plans, since personal Web sites don’t usually need their own domain name.

### WebDAV Support

WebDAV is a document version control standard that lets you work on your Web site with multiple users, without overwriting each other’s work. Like Visual SourceSafe, another version control standard that Dreamweaver supports, WebDAV doesn’t provide much additional functionality unless it is used in conjunction with sophisticated document control software that is beyond the reach of most small businesses and organizations. This feature is unnecessary for most users.

### FrontPage Server Extensions

If you plan to use Microsoft FrontPage to create any parts of your site that are difficult to create with Dreamweaver—such as form processing or discussion groups—then your Web hosting company needs to support FrontPage Server Extensions.

FrontPage Server Extensions provide server-based tools that make it easy for FrontPage to create Web page components that are normally difficult to create, such as forms, discussion groups, and Web site search capability.

### CGI Scripts

Most ISPs offer the ability to use CGI or Perl scripts on your Web site. These scripts allow Web page forms and online ordering to work. If you want to create forms with Dreamweaver, your ISP needs to support CGI scripts (or Active Server Pages, discussed below).

## Disk Space Allotment

Many organizations will find that the amount of disk space allotted to their Web site isn't a crucial factor in the decision of which company to use for Web hosting. Most organizations' Web sites are rather small, so they generally don't have trouble fitting comfortably in the 25MB of Web space provided by even the most barebones of Web hosting plans.

However, if you plan on having a large number of images, audio, or video files on your Web site, disk space allotment becomes an important issue. If this could be the case, you may want to opt for a hosting plan that offers 100MB, 200MB, or an unlimited amount of disk space.

## Database Support and Active Server Pages

If your company wants to use a database on your Web site and dynamically create pages based on data from the database, your Web hosting company needs to support both databases and Active Server Pages (ASP) or some other database technology, such as ColdFusion.

If you plan on accessing a database on your Web site, consider meeting with the Web site consultant who will set up the database before choosing your hosting company. They may have specific technology requirements to add to your hosting requirements.

## E-Mail Accounts and Aliases

Most Web hosting companies will provide your company or organization with e-mail accounts using your domain name for free with your Web hosting—i.e., `bettysmith@yourcompany.com`. In general, pick a hosting plan or company that provides as many e-mail accounts as you're likely to need. Although most companies will allow more accounts, these usually cost \$2 to \$5 per month per account extra.

Besides e-mail accounts, most hosting plans also offer e-mail aliases. An e-mail alias is a virtual e-mail address that forwards received mail to another address. For example, you could set up an `info@yourcompany.com` alias that forwards all mail received by that e-mail address to `infoyourcompany@hotmail.com`.

Most Web hosting plans provide either a very large or unlimited number of aliases. This allows you to create as many e-mail addresses using your domain name as you want (even if you have a limited number of real e-mail accounts)—provided the people you're creating addresses for already have at least one e-mail account elsewhere that they can use.

## E-Mail Server Type

Three types of e-mail servers are commonly used on the Internet:

- *POP servers.* When using POP servers, you download all mail from the server into your mail program, such as Microsoft Outlook, Outlook Express, or Qualcomm Eudora. Most hosting companies use POP servers.
- *IMAP servers.* When using IMAP servers, all messages are stored on the mail server (and thus remain accessible from multiple locations). You can view your messages using most popular e-mail programs (although Outlook Express 5.5 and earlier can't create message rules for IMAP accounts).
- *Web-based servers.* When using Web-based servers (such as Hotmail), you access your messages using a Web browser. This permits you to check your e-mail when you are away from your computer by using any Web browser, but it is less powerful than using an e-mail program such as Outlook. Some ISPs provide Web access to POP- or IMAP-based e-mail accounts, providing the advantages of both server types, as shown in Figure 2-6.

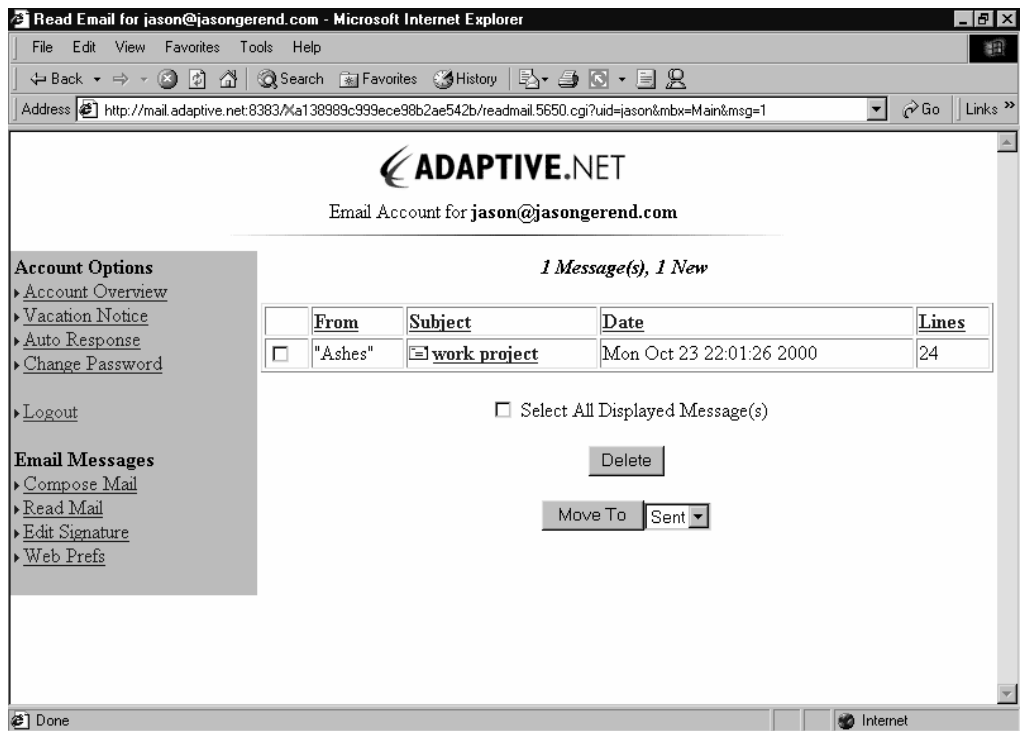


Figure 2-6 Checking e-mail through a Web-based interface.

## Subdomains

Some Web hosting companies allow you to create subdomains for your Web site, such as *support.yourcompany.com* or *events.yourcompany.com*. This isn't an important feature for most smaller companies and organizations. In fact, you should avoid needlessly creating subdomains, since the main reason to create a subdomain is to make it easier for people to go directly to a specific part of your site. This is generally better done with a link on your home page.

However, if your company or organization has separate divisions that want their own sites, subdomains are a cost-effective solution, because you can have as many subdomains as your Web host allows without having to pay any additional registration fees (you're still using only one domain name). Subdomains are administered and created as separate Web sites, which can be highly desirable for divisions of your company or organization that want their own autonomy, but this places an added burden on your Web site staff if this autonomy isn't needed.

## Mailing Lists, List Servers, and Majordomo

Depending on your business or organization, you may want to start a mailing list that you can use to send mass mailings to all people subscribed to the list. This is very useful for sending out information about upcoming events, specials, or tips.

A number of methods exist for creating mailing lists, but if your company or organization thinks this might be a desirable capability, consider finding a Web hosting company that includes some sort of mailing list capability at little or no extra cost. Some of the more common programs used for mailing lists are the Majordomo programs, Listserv, and Petidomo.

**NOTE** *For more information on mailing lists, see "Step 7: Deploy Your Web Site."*

## Data Transfer Limitations

Every time someone views a page on your Web site or downloads a file, they're transferring data from your site. Similarly, when you upload new pages or files to your site, you're also transferring data. Some Web hosting companies have a limit as to how much data can be transferred per month. If your site goes above this limit (because of lots of visitors or large file downloads), you're charged extra.

Although most Web sites don't generate a lot of data transfers even when they're busy, if you anticipate having a popular site with lots of images, audio/video, or downloadable files, you may want to opt for a Web hosting service that doesn't have a data transfer limit.

## SSL (Security)

Secure Sockets Layer (SSL) is a way of encrypting data that is transferred to and from a Web site, and it is typically used for Web stores that process credit card transactions. As such, it is an important feature if your company or organization has plans to set up an online store (discussed in “Appendix D: Creating Web Stores”). Otherwise, the feature isn’t necessary.

## Technical Support

All Web hosting companies provide technical support for any problems with publishing your Web site, Web site availability, e-mail, and so forth. However, the type, quality, and availability of this support vary. Not all companies provide toll-free technical support phone numbers; not all companies provide 24-hour, 7-day-a-week (24/7) technical support.

**NOTE** *A toll-free number might be important to you, but the always-available technical support might not be if there isn’t going to be anyone working on or checking your Web site after-hours.*

Another support option that is becoming increasingly popular is Web-based technical support. This allows you to conduct a live chat with a technical support person over your Internet connection, and it is handy for people who don’t want to wait on hold. (You might have to wait online, but many people find it easier to get work done while they are waiting this way.)

## Web Server Speed

The speed of a Web server is fairly difficult to ascertain from reading promotional material on a company’s Web site. This is unfortunate because Web server speed is important. (You’ve probably noticed times when your Internet connection was fast but a particular site took an unusually long time to download. That’s an example of a slow Web server.)

Reading reviews of hosting companies can be helpful, but they are difficult to find. You can ask companies about their Web hosting speed, but the typical answer is “we’re fast enough.” However, to be thorough, you may want to ask the following questions:

- How much bandwidth is available? A Web server running off a T1 connection may saturate the connection during busy times or if it is hosting too many Web sites. When the bandwidth available is fully utilized, Web site performance suffers. Table 2-1 summarizes the different connection speeds commonly used for Web servers.

CONNECTION TYPE	BANDWIDTH
T1	1.544Mbps
T3	45Mbps
T4	259.4Mbps
DS1	3.088Mbps
DS2	6.176Mbps
DS3	45Mbps
OC1	51.84Mbps
OC2	103.68Mbps
OCn	n*51.84Mbps

**Table 2-1** Various Web server Internet connections and their associated bandwidth.

- How many sites is the Web server hosting? A super-fast Internet connection on a really powerful Web server doesn't mean your site is going to be fast if there are too many other sites hosted by the same Web server. Similarly, if too many users share the Internet connection's bandwidth, performance will suffer. (Many Web hosting companies also act as ISPs and share the available bandwidth with both dial-up and DSL customers as well as their Web servers.)
- How fast is their server? Once again, it's hard to make a direct comparison since the necessary speed of a server depends directly on the number and nature of the Web sites it's hosting. In general, though, servers are running pretty powerful processors, often in a two-way or four-way multiprocessing setup (they contain two or four processors), with a hardware Redundant Array of Independent Disks (RAID) for storage. (A RAID is a collection of hard drives that is treated as one drive by the operating system and usually provides extra speed and reliability.)

## Web Server Reliability

Even more important than Web server speed is the reliability of the server, since nobody can view your site if the server is down. To assess Web server reliability, most people rely on the uptime percentage, which is something that can easily be measured. Most organizations aim for 99.9 percent uptime (roughly nine hours of downtime a year).

To attain a good uptime percentage, reliable Web hosts use a variety of hardware and software to decrease the potential for downtime. Web servers should use a hardware

RAID for storage, protecting your data in case a hard drive dies. The hosting company should also perform routine tape backups of all data, as well as keep its Web servers on Uninterruptible Power Supply (UPS) devices and possibly even have backup generators for major power trouble.

There's no real consensus on what server software your ISP should run. Most ISPs operate on either Linux with the Apache Web server, Sun's Solaris, or Microsoft Windows 2000 Server (or newer) with the latest service pack and hotfixes. WebDAV and FrontPage Server Extensions are more commonly supported (and arguably more reliable) on the Windows 2000 platform, so if these features are important to you, we suggest you use Windows 2000 Server-based hosting.

## **Local vs. National Web Hosting Companies**

One decision that's difficult to make is whether your company or organization should use a local or out-of-state Web hosting company.

Using a local company can be advantageous if you need consulting work done on your Web site in addition to Web hosting, since there's often no substitute for meeting in person with a consultant and discussing what needs to be done. When that consultant happens to work for your Web hosting company, they're often more effective in working on your site (at least if database integration or e-commerce are involved).

However, local Web hosting companies usually cost more and provide fewer features than national companies. This is what nationwide competition does for you—it allows you to pick the best mix of price and features for your company from a pool of thousands of Web hosting companies. It's unlikely that the best value will happen to be your local Web hosting firm. Local companies also often lack some of the features that out-of-town companies offer, such as 24/7 technical support, large numbers of e-mail addresses, large amounts of disk space, and the ability to use subdomains.

## **Where to Find a Web Hosting Company**

Even armed with good selection criteria, you'll still need to locate prospective Web hosting companies. And with the thousands of Web hosting companies that you can choose from, narrowing your list of candidates to a reasonable number can be a time-consuming and difficult process. Several useful resources exist, however, to point you in the right direction.



**TIP** *Choosing a Web hosting company isn't like getting married—you can easily change your mind and switch companies at almost any time (although you might want to sign up for a one-year contract to avoid any setup fees). So don't waste too much time trying to find "the one"—take a little time, find one you like, and then try them out. If you later locate a better one, switch when your contract is up.*

## DN Resources

The *www.dnresources.com* Web site has a special Hosting section, as shown in Figure 2-7, that lists sites that list Web hosting companies. It's a little confusing, but it can still be a good place to come up with some companies to possibly host your site.

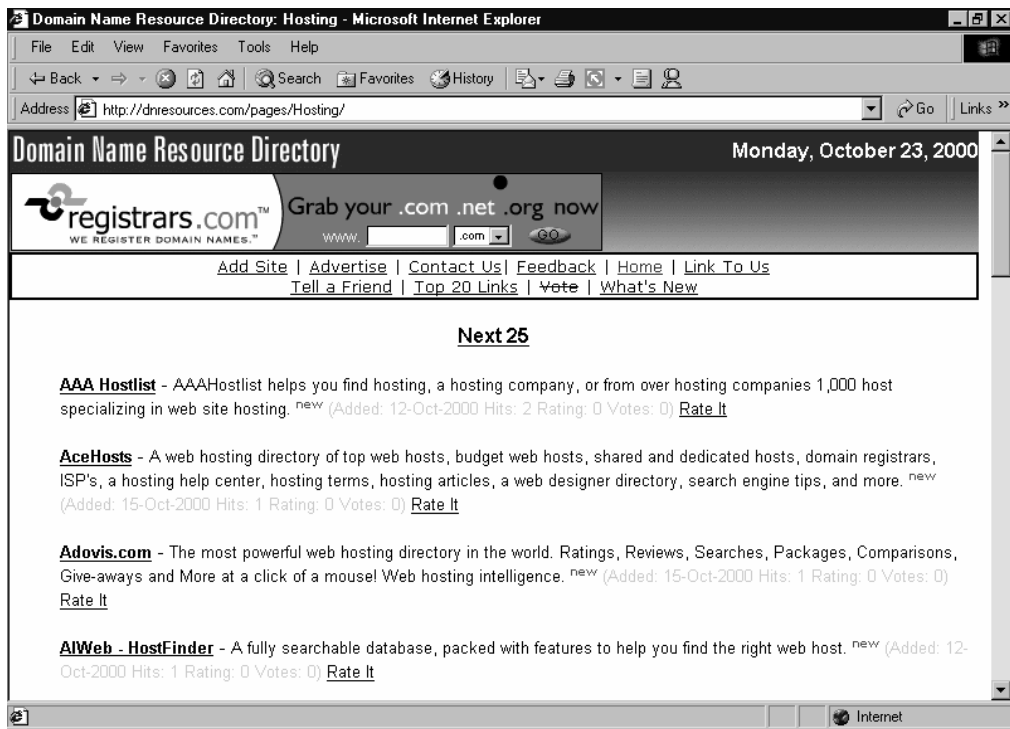


Figure 2-7 The Web Site Hosting section of the DN Resources site.

## Microsoft's Locate A Web Presence Provider Site

Located at *www.microsoftwpp.com*, this site, as shown in Figure 2-8, allows you to perform a search for a Web hosting company that is a Microsoft registered host for FrontPage Web sites. This is probably the best place to search for a Web hosting company if you plan to use FrontPage 2000 to create forms or discussion groups for your site.

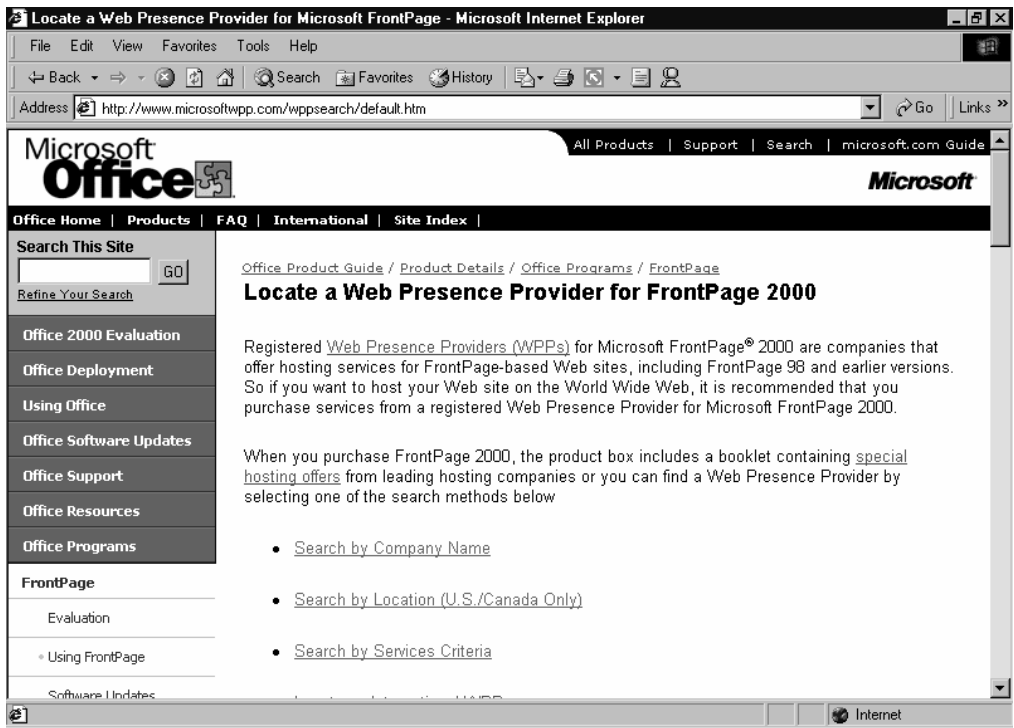


Figure 2-8 Microsoft's Locate A Web Presence Provider site.

## Local Computer Papers

If you're looking for a local Web hosting company, check out computer papers or the technology section of your local paper for ads from local companies. You can also check the Yellow Pages under *Internet*.

## Signing Up for Service

After deciding on a domain name, locating a Web hosting company, and selecting the appropriate hosting plan, you need to sign up for the actual service. Although the details of the sign-up process are different for every company, the basic steps will be similar no matter which company you use.

### 1. Locate your Web hosting company.

Find the Web hosting company you want to use, and go to its Web site.

### 2. Find the plan you want, and start the sign-up process.

Locate the hosting plan that is best suited to your company or organization on the Web hosting company's Web site. This is typically the cheapest one that offers all

the features you need. Look for the business plans. Once you've found the best plan for your company or organization, click the Order Now or similar link.

**TIP** *If you're uncertain about some of the questions on the sign-up forms or prefer to talk to a person, call the Web hosting company—it's just as easy to sign up for Web hosting service over the phone.*

### 3. Get your domain name.

This is typically the first step of the hosting company's sign-up process, as shown in Figure 2-9. To allow the Web hosting company to take care of the domain name registration, indicate that this is a new domain and enter the domain name you want in the box provided. If you already have a domain name, specify that you already have a domain name or that you want to transfer a domain name, and then enter the domain name in the box provided. If you want to get your domain name from a registrar other than Network Solutions, go to the registrar's site and purchase the domain name, and then come back and enter it on the Web hosting company's sign-up form.

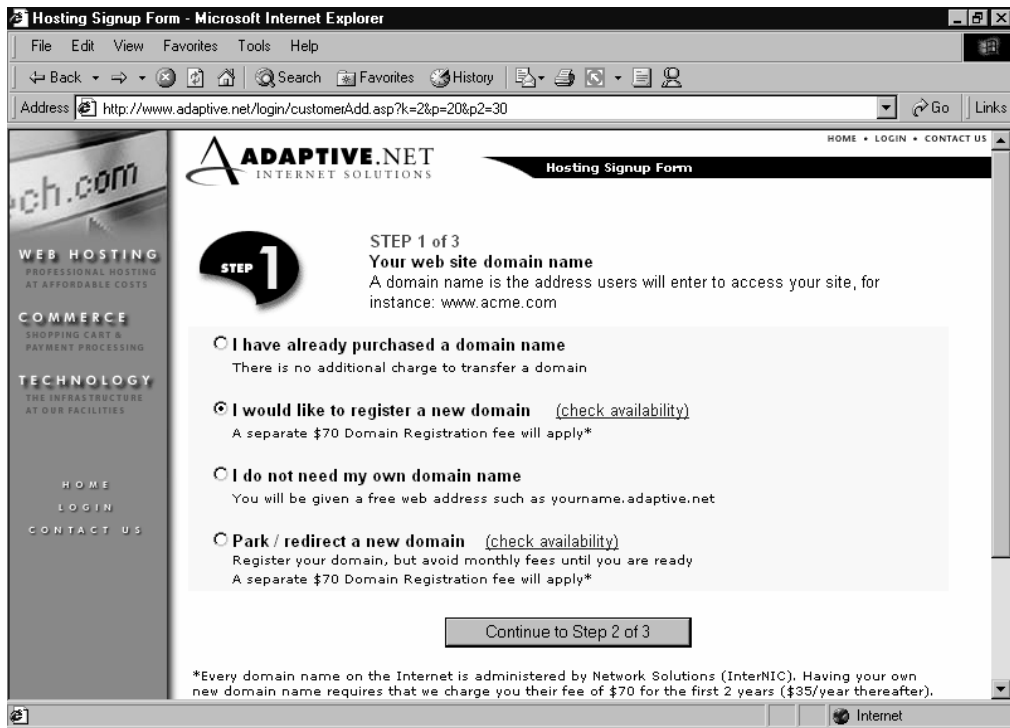


Figure 2-9 Signing up for Web hosting and registering a new domain name.

**NOTE** Most Web hosting companies use Network Solutions for registering domain names, which charges \$70 to register your domain name for two years. If you already have a domain name or want to save money by using a different registrar, make sure to choose the Transfer Existing Domain or similar option.

#### 4. Provide an e-mail address and password.

Enter the e-mail address that you want to use to receive information about your new Web site, as shown in Figure 2-10. Enter a password for your site also—preferably a long one that only you or your Web site administrator will know.

ch.com

WEB HOSTING  
PROFESSIONAL HOSTING  
AT AFFORDABLE COSTS

COMMERCE  
SHOPPING CART &  
PAYMENT PROCESSING

TECHNOLOGY  
THE INFRASTRUCTURE  
AT OUR FACILITIES

HOME  
LOGIN  
CONTACT US

ADAPTIVE.NET  
INTERNET SOLUTIONS

Hosting Account Signup Form

STEP 2 of 3  
**Web Site Settings**  
Specify the following settings for your new account

**Domain Name:** www.  .

**Specify a Password:**   
Must be between 4 and 14 characters long, no spaces or punctuation.

**Your Email Address:**

**Hosting Package:** Basic Business: \$19.99/month and \$29.99 one-time setup  
New Domain: \$70 for 2 years, (\$35/year thereafter)

**Billing:**   
**We will waive the \$29.99 setup fee if you pay annually by credit card.**  
If you wish to pay by check/purchase order, you must sign up with a credit card the first month and then contact the billing department to arrange payment by check.

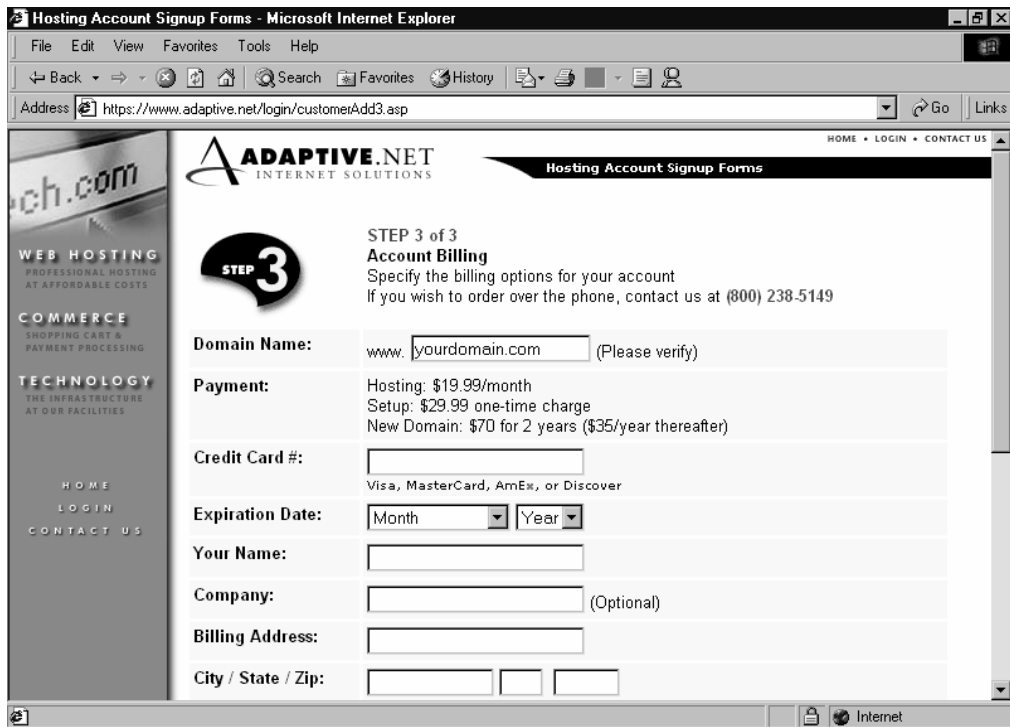
Continue to Final Step

Figure 2-10 Entering an e-mail address, Web site password, and domain name.

**TIP** Keep your Web site's password in a secure location and give it to only those employees who will administer the Web site. When employees who know the password leave your organization, change the password.

## 5. Fill out user and billing information.

Verify your domain name and enter your credit card and billing information in the last step (typically) of the Web hosting sign-up form, as shown in Figure 2-11.



The screenshot shows a web browser window titled "Hosting Account Signup Forms - Microsoft Internet Explorer". The address bar displays "https://www.adaptive.net/login/customerAdd3.asp". The page content includes a sidebar on the left with links for "WEB HOSTING", "COMMERCE", and "TECHNOLOGY", and a main content area titled "STEP 3 of 3 Account Billing". The form fields are as follows:

<b>Domain Name:</b>	<input type="text" value="www.yourdomain.com"/> (Please verify)
<b>Payment:</b>	Hosting: \$19.99/month Setup: \$29.99 one-time charge New Domain: \$70 for 2 years (\$35/year thereafter)
<b>Credit Card #:</b>	<input type="text"/> Visa, MasterCard, AmEx, or Discover
<b>Expiration Date:</b>	Month: <input type="text"/> Year: <input type="text"/>
<b>Your Name:</b>	<input type="text"/>
<b>Company:</b>	<input type="text"/> (Optional)
<b>Billing Address:</b>	<input type="text"/>
<b>City / State / Zip:</b>	<input type="text"/> <input type="text"/> <input type="text"/>

Figure 2-11 Entering billing information.

## 6. Transfer your domain name (if registered separately).

If you are transferring a domain name from another Web hosting company (or if you purchased a domain name from another registrar), go to your registrar's Web site, sign in, and change the name servers to those provided by your new Web hosting company. This typically involves clicking one or more Modify Domains links, as shown in Figure 2-12.

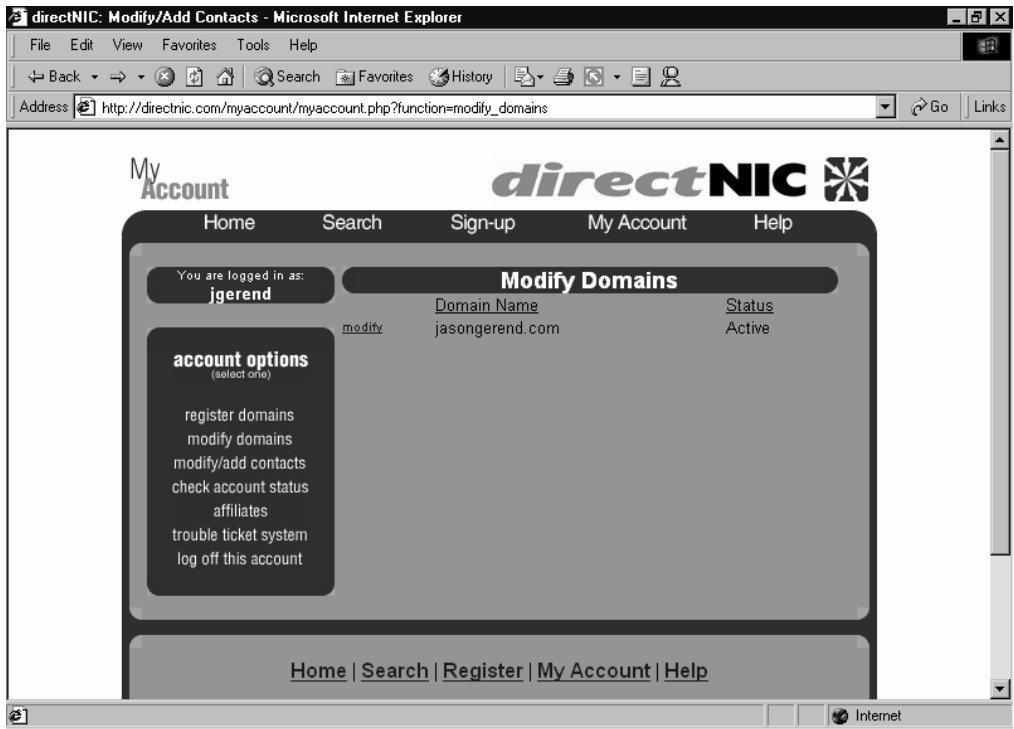


Figure 2-12 The Modify Domains section of a domain name registrar.

## 7. Provide your name server information.

Enter the primary and secondary name servers' IP addresses and names (your Web hosting company will give you these) in the boxes provided, as shown in Figure 2-13. Doing this instructs the domain name registrar where to send the visitors who are looking for your site.

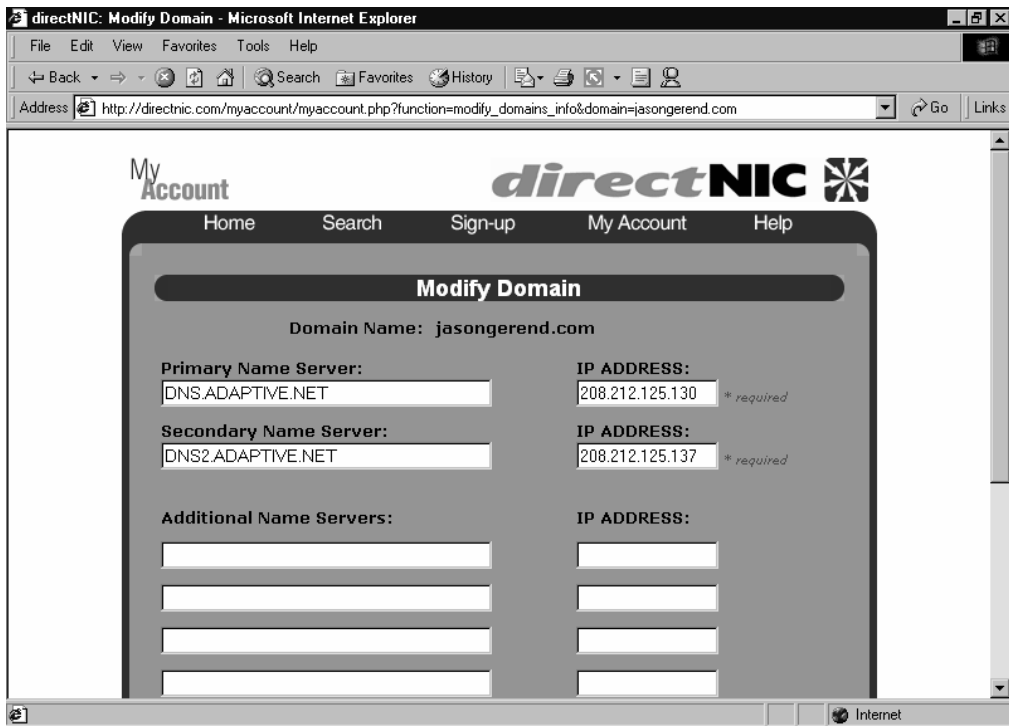


Figure 2-13 Entering your Web hosting company's name servers.

**NOTE** *Once you've set up your Web hosting account, you'll need to set up any e-mail accounts you want to use in a separate procedure. You should at the very least create `info@yourdomain.com` and `webmaster@yourdomain.com` accounts or aliases to handle general information questions and comments or problems with the Web site. This is typically done by logging onto your Web hosting company's site and adding any e-mail accounts and aliases you want. Check with your Web hosting company for more information on the exact procedure. It varies with each company.*

## Summary

After selecting a domain name and signing up for Web hosting service, you're ready to assemble your content in preparation for constructing your Web site.

## *Step 3*

# COLLECT AND ORGANIZE YOUR CONTENT

### **Featuring:**

- Creating a Central Location for Content
- Establishing a File Naming Convention
- Collecting Existing Digital Content
- Creating New Digital Content
- Organizing Your Content and Planning Your Web Site

Once you've identified your Web site goals, acquired a domain name, and signed up for a Web hosting service, you collect your content and create the site itself. Although it's not strictly necessary, getting smart about the way you collect and organize your content makes Web site construction easier and yields better results.

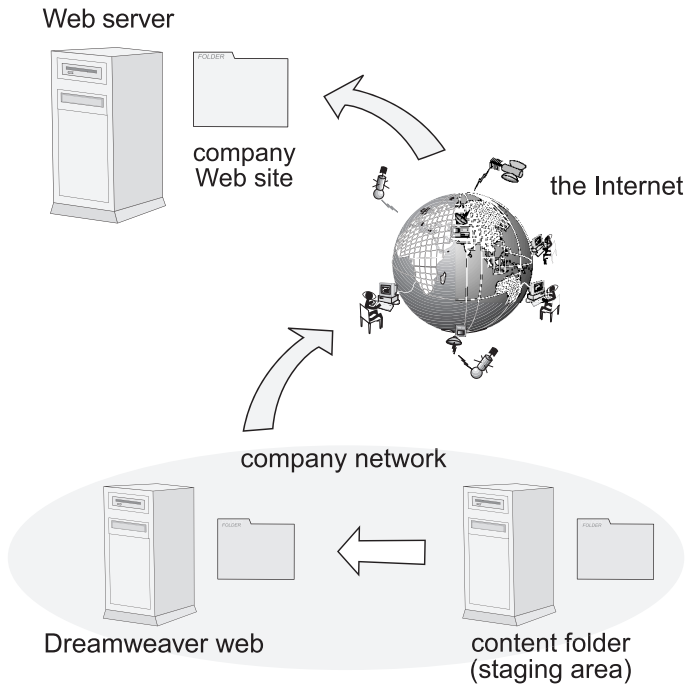
## **Creating a Central Location for Content**

Repeatedly searching for content in a number of different locations not only decreases productivity but also increases the chance that important content will get misplaced or duplicated on your Web site.

When you actually create a Web site in Dreamweaver, you first need to create a new folder called the local root folder, or local site, that Dreamweaver uses to store the Web site. Most, if not all, files stored in your Dreamweaver web will eventually get published to your Web server (and made available on the Internet).



Therefore, it makes sense to have a completely separate folder (known as the central content folder) in which to store content before it gets added to the Web site, as shown in Figure 3-1. Think of it as a staging area for content—anything that your company considers potential content can be placed in this separate folder to be evaluated and added to the site as appropriate.



**Figure 3-1** Where Web content is stored in the process of creating Web pages.

**TIP** *You may find that your organization doesn't need a central content folder, perhaps because all your content is quickly integrated into the site or because it is easy to locate without having to centralize it. If this is the case, when we suggest looking in or placing content in your central content folder, just go to the source of your content instead.*

Before you create a folder in which to store your potential Web content, first decide on an appropriate computer or network disk. It's ideal to use a network disk that is both backed up regularly and uses some method of protecting against hard disk failure (such as a RAID). It's also preferable to use a Windows 2000 or Windows NT partition formatted using the NTFS file system, which provides additional security features. However, if your company or organization doesn't have these resources, simply choose the most convenient computer or network disk.

The central content folder could be located on the same computer or network disk as the Dreamweaver web or in a completely different location. After you've decided on a location, create the folder by following these steps:

## 1. Launch Windows Explorer.

Click the Start button, choose Programs, and then click Windows Explorer. (If you're using Windows 2000, click the Start button, choose Programs, choose Accessories, and then click Windows Explorer.)

## 2. Navigate to the location where you want to create the folder.

In the Folders pane on the left of the Windows Explorer window, click the plus sign to expand the subfolders next to the location where you want to store the content folder. For example, click the plus sign next to My Computer to view the local hard drives in your system (and any network disks that are mapped to a drive letter), as shown in Figure 3-2.

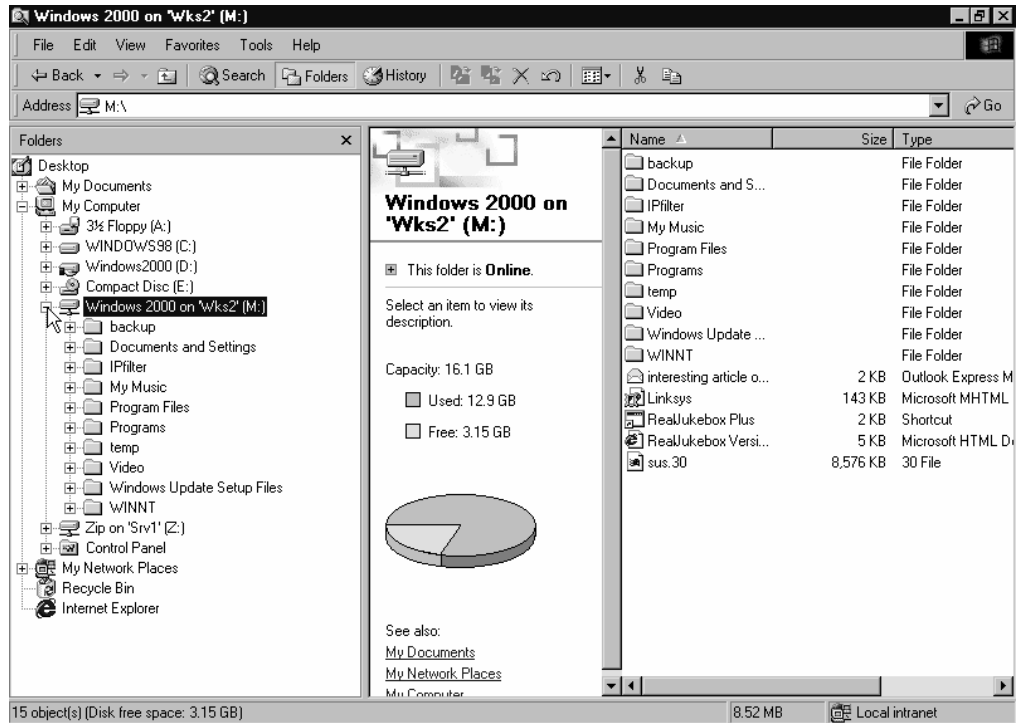


Figure 3-2 Navigating to the desired content folder location using Windows Explorer.

### 3. Create a new folder.

While viewing the drive or folder where you want to store your content, right-click a blank area of the right pane, choose New from the shortcut menu, and then choose Folder from the submenu, as shown in Figure 3-3.

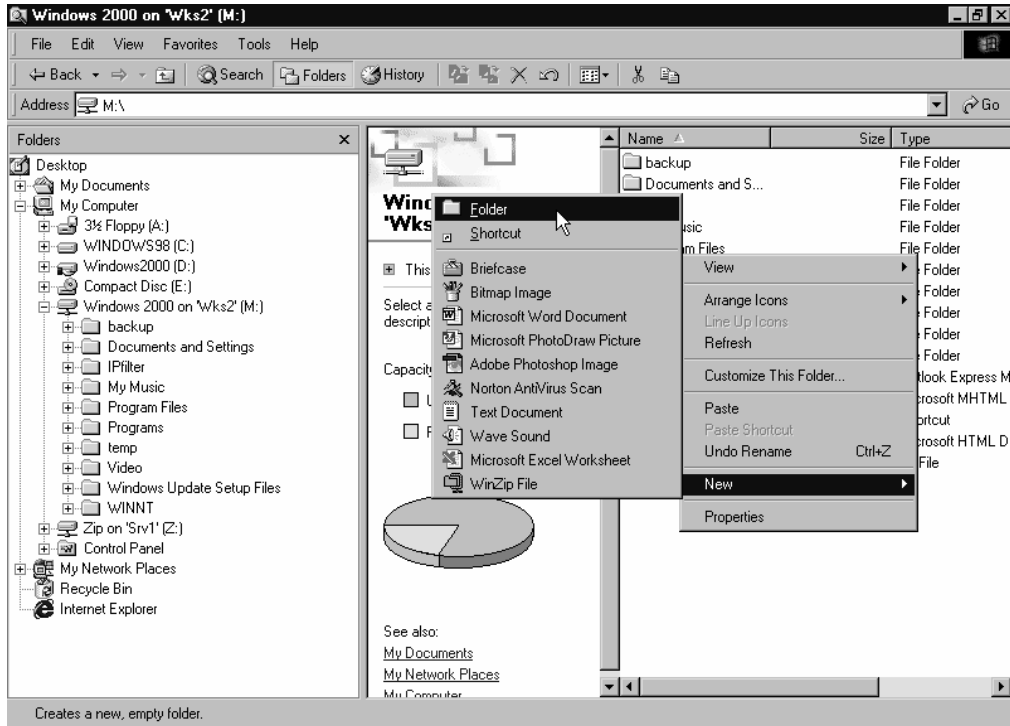


Figure 3-3 Creating a new folder using Windows Explorer.

### 4. Enter a name for the folder.

When you create a new folder, the folder name is automatically highlighted. Enter the name you want for the folder, and then click anywhere on screen to save the name. If you make a mistake, right-click the folder and choose Rename from the shortcut menu.

## Establishing a File Naming Convention

Before you start collecting or creating content for your site, it's important to establish a file naming convention. This step makes it easier to identify files and work with them.

Opinion differs as to what makes good file naming conventions, but consistency is paramount. Create some rules that work for you, and stick to them. Here are some recommendations:

- Unix Web servers treat spaces in filenames and capitalization differently than do Windows Web servers. To accommodate this, name your files using all lowercase letters, and instead of using spaces, use the underscore character or simply run words together (for example, `webpresentation1.htm` or `web_presentation1.htm`). Even if you're using a Windows Web server now, this makes your Web site more flexible if you decide to move to a Unix Web server in the future.
- If your content is time-sensitive, such as newsletter copy, use a date in the filename, either at the beginning of the name or at the end.
- Images often come in large and small sizes (full size and thumbnail). Append a short tag to differentiate large and small images—perhaps `small_` or `s_` in front of the image name (for example, `small_product1.jpg` or `s_product1.jpg`). Alternatively, place the tag at the end (for example, `product1_small.jpg` or `product1_s.jpg`).

## Collecting Existing Digital Content

Most companies and organizations already have a large amount of digital content that can be used on a Web site with only a minimal amount of work.

When we say digital content, what we mean is any content that can be opened in a computer. This includes data on hard drives, your local network, the Internet (though be careful about copyrights), floppy and Zip disks, CD-ROMS, and so forth.

To use existing digital content (which comes in many types), you need to convert it to an appropriate format for importing into Dreamweaver.

## Types of Digital Content to Look For

Just about any kind of digital content you have can be adapted for use on the Web. The following list gives examples of some common types of content that your organization might have that would be suitable for publishing on your site. (This list is by no means comprehensive. Other data types can also be used, although depending on your applications, it might take a little work to get them into Web page format.)

- Word-processor documents (`.doc`, `.txt`, `.wpf`) include materials such as project reports, manuals, company objectives, newsletters, and notices to customers created with word-processing programs, such as Microsoft Word, AppleWorks, or Corel WordPerfect.

- Microsoft PowerPoint presentations (.ppt), such as slide shows or demonstrations, might be great additions to your Web site.
- Spreadsheet documents (.xls) might also be good content for your Web site, provided the data relates to your site's purpose and target audience. This could include financial information, analyzed data from technical companies, or statistical data from test results.
- Digital images (.jpg, .gif, .png, .fpx) are a staple of any Web site, and any digital images that your company has are potential content for your site. This includes company logos or graphics.
- Flyers, brochures, or other computer-created content (.pub, .p65, and so on) stored in some sort of computer format (perhaps created using Microsoft Publisher or Adobe PageMaker) are also excellent sources of content.
- E-mails can often be a rich source of content, although special care needs to be taken when using e-mail conversations on a Web site. Special messages sent out to customers can be placed in a Web page for users who didn't receive the e-mail, customer questions and answers can be integrated into a Frequently Asked Questions page, or visitor comments can be placed on a Feedback page (usually with names removed).
- Existing Web pages might seem an obvious choice, but if your company or organization already has Web pages it has created for one reason or another, you should probably evaluate how useful they would be on your new Web site.
- Sound files and/or video files (.wav, .au, .mp3, .mpg, .avi, .mov) are usually very large and should generally be avoided on Web sites, but you might find audio and/or video files that would be perfect for your site. Use discretion with these files because of their large size and the slow speed of most visitors' Internet connections.

## Converting Existing Data to an Appropriate Format

You need to convert most content into Hypertext Markup Language (HTML) format before you can use it in Dreamweaver. To do this, open the content in the application used to create the content and save it in the HTML format. To import the content into Dreamweaver, open the HTML file in Dreamweaver and copy and paste the text into the appropriate Web page.

If you want the content to stand apart from the rest of your Web site and the content transfers elegantly to HTML, such as exported PowerPoint presentations as shown in

Figure 3-4, simply link the pages to the rest of your site, as discussed in “Step 4: Create Your Site” and “Step 5: Create Your Pages.”

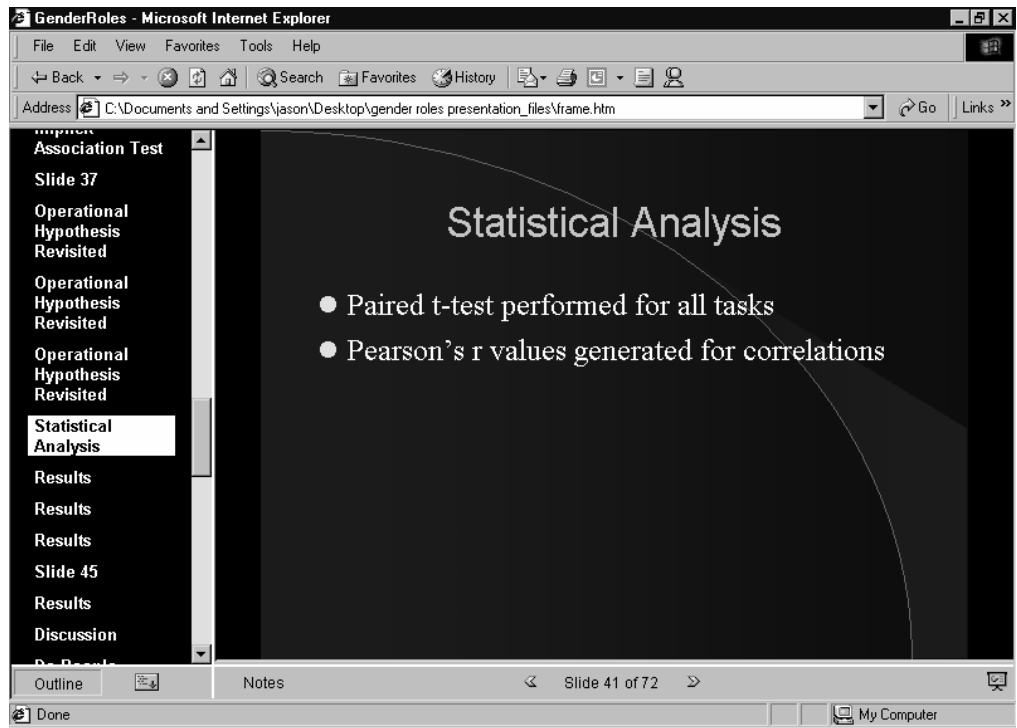


Figure 3-4 A PowerPoint presentation exported to a Web page.

If the native application can't export content to HTML format, it's best to copy and paste the text directly into Dreamweaver. However, if the formatting is important, you can sometimes circumvent this limitation by opening the file in another program that does support saving in HTML format, such as Microsoft Word.

**TIP** *Dreamweaver has a special command for importing Web pages that were created using Microsoft Word: choose the File menu's Import command and then choose Import Word HTML from the submenu. This command opens the Web page and strips out a large amount of unnecessary code that Word places in the page. For more information, see "Step 5: Create Your Pages."*

To import spreadsheet content, save the content to an HTML file or as a text file (either tab-delimited or using comma-separated values, .csv). Then use Dreamweaver's Import Table Data command, as discussed in “Step 5: Create Your Pages.”

Images present their own set of importing issues. Table 3-1 displays a list of the image formats that Dreamweaver can use. In general, if the image is small or is a computer-created graphic, such as a company logo, use the GIF image format. If the image is a full-color, photograph-quality image, save it in JPEG format. The newer PNG format is becoming a viable alternative for both formats, since it can be used in low-color mode to keep file size down or in full-color mode for photographs. PNG images maximize cross-platform quality, although they are often too large to use on the Web.

EXTENSION	FILE FORMAT
.gif	CompuServe Graphics Interchange Format (GIF) image
.jpg, .jpeg	Joint Photographic Experts Group (JPEG) image
.png	Portable Network Graphic (PNG) image

**Table 3-1** Image formats that Dreamweaver can import.

**WARNING** *PNG images aren't supported by versions of Netscape Navigator or Microsoft Internet Explorer older than 4 without using a plug-in.*

If the quality or size of the image is important, or if you need to do something sophisticated like create an image with transparency, modify the file using a stand-alone image editor, such as Macromedia Fireworks, Adobe Photoshop, or Microsoft PhotoDraw. If the program has a Save For Use On The Web function or similar command, consider using it.

Using Macromedia Fireworks as your image editor offers some specific benefits when creating Web pages in Dreamweaver, including the ability to quickly optimize an image directly from Dreamweaver, as shown in Figure 3-5. (It also allows you to easily create rollover buttons and perform batch image processing, such as quickly creating a photo album from an image folder.)



**Figure 3-5** Optimizing an image with Dreamweaver's Optimize Image In Fireworks command.

**TIP** *It's best to avoid using large images to prevent Web pages from taking too long to load. If you want to display a large, high-quality image, create a thumbnail (miniature version) of the image that is linked to the full-size image. This allows the Web page to load quickly, and then if some visitors want to see the high-resolution image, they can click the hyperlink to display the larger image. There is no hard rule about image sizes, but, generally, if your page takes longer than 30 seconds to load over a 28.8 connection, make your images smaller or remove some of them. For more information about working with images in Dreamweaver, see "Step 5: Create Your Pages."*



# Creating New Digital Content

Not all content for your Web site is going to be available in digital format. Some of it will exist in print form and yet more will need to be created from scratch.

In general, the new content falls into two categories: images and documents. Images are usually created using a digital camera, a scanner, or from scratch using an art program. Documents are generally created from scratch using a word processor or spreadsheet program, although you might be tempted to scan printed documents that aren't already available in digital format.

## Digital Images

There are several ways to create new digital images for use on a Web site. Photographs can be scanned into the computer using a scanner, imported using a Photo CD picture disk or online image processing service, or they can be taken using a digital camera and directly imported into the computer. Digital images can also be created in the computer using an art program. The following sections give you an overview of how digital image resolution works, help you get images into the computer no matter what method you choose, and also help your company decide which method will work best for future image acquisition.

### Dots per Inch and Image Resolution

Two factors determine the size and resolution of an image: dots per inch (dpi) and resolution (pixels). All images on a computer monitor are displayed at 96dpi or 72dpi (depending on whether you're using a PC or a Macintosh), so the only way to increase the quality onscreen is to increase the resolution.

However, when discussing photographs to scan or images to print, the situation gets a little contradictory. Since you can't change the size (and resolution) of a photograph you're scanning, in order to get a higher-quality image, you need to increase the dpi. Similarly, when printing an image, if you keep the resolution (and size) the same or lower it, but increase the dpi, you end up with a possibly smaller but more richly detailed printout. Although a 300dpi image and a 96dpi image will look the same onscreen, the 300dpi image will look *much* better when printed out on a high-resolution printer.

**NOTE** *Inkjet printers can print upwards of 1440dpi, but you don't need to create 1440dpi images to make the best use of these printers (and please don't—the resulting images would be gigabytes in size). A 300dpi image yields finely detailed printouts on a 1440dpi inkjet printer and increasing the dpi further doesn't provide a large increase in image quality.*

When you scan an image, the dpi you specify controls the resolution (size) of the image. For example, a four-by-six-inch photograph scanned at 150dpi makes a roughly 900x600-pixel image—just a bit bigger than full screen for a computer using the 800x600 screen resolution. You can then crop this image a bit and save it as an 800x600-sized image at 96dpi for use as a large image on the Internet.

Here are some recommendations for resolution, image size, and dpi:

- Scan images at whatever dpi necessary to get the size of image you want. If you have a four-by-six-inch photo, scan at 150dpi to end up with a 900x600 image.
- Save images for use on the Internet or computer screens at 96dpi.
- Save images intended for high-quality printouts at between 150dpi and 300dpi, depending on the resolution of the printer and the importance of quality.

## Digital Cameras

The best way to quickly and easily acquire images for use on a Web site is with a digital camera. Digital cameras are here to stay, and they are already replacing standard film cameras for many businesses and organizations—especially those that need to take lots of pictures for use on the Web (such as real estate professionals).

Digital cameras offer numerous advantages. They're the fastest way to get an image into the computer because there is no need to develop prints. Most have a small display screen so that you can instantly view captured photos—and immediately delete any that you don't like. The image quality on most new megapixel digital cameras (cameras that take images at 1024x768 resolution or higher) are more than adequate for any Web site work, and even print work can be accommodated by the highest resolution cameras (though not *quite* as well as standard film).

The biggest drawbacks with digital cameras are cost, battery life, and complexity. They're still pretty expensive, although this is changing, especially for midrange or low-end cameras (which are now usually sufficient for Web site work). Digital cameras typically have a voracious appetite for batteries. (Stock up on rechargeable batteries if your camera doesn't come with them.) Also, digital cameras are more complex to operate than normal film cameras and have a slightly steeper learning curve than normal cameras.

**TIP** *If you're in the market for a digital camera, we strongly urge you to consider getting one that has a USB interface, unless you have or plan to get a memory card reader (preferably USB) for your computer. The USB interface makes transferring images from the camera faster and much easier to configure, and it is now a standard feature on most cameras. Also, consider getting a camera with a zoom lens. Even a moderate two or three times magnification zoom provides a lot of flexibility when taking pictures.*

Here are some recommendations for using digital cameras for Web site image acquisition:

- Configure your camera to take pictures at the highest resolution you think your company may require. If you *know* that the images will never be used anywhere other than on the Internet or in a computer, it may be adequate to take pictures at 896x592 or similar resolution. You could even shoot images at 640x480 if the images will never be used full screen or for print work. If it's at all possible that the images will be used for high-quality printouts, take images at 1440x960 resolution or higher.
- Even if you don't require high-resolution images, configure your camera to use the highest- or second-highest-quality setting available. Avoid using an uncompressed image quality setting, which makes images much larger and isn't necessary unless you are doing high-resolution print work.
- After taking pictures, transfer them into a separate images subfolder located in your central content folder.
- Give images a short but descriptive name so that it's easy to tell what they are at a glance.

## Scanning Photos

One of the most popular ways to get images into the computer is to take pictures using a standard camera, get prints made, and then scan the prints using a scanner.

One of the best things about scanning photos is the low up-front cost associated with it. Normal print cameras are relatively inexpensive and produce high-quality images. Similarly, film isn't very expensive, and excellent flatbed scanners can be purchased for \$100 or less.

Scanning is also the only way to get existing photos into the computer, and it's still the best way to get extremely high-quality images into the computer.

**TIP** *Flatbed scanners provide the most flexibility in the types of items that can be scanned, although sheet-fed scanners and photograph-specific scanners are usually less expensive. However, if you anticipate scanning only photographs, a photograph scanner may prove easier to use than a flatbed scanner because there's no glass to smudge and photographs won't slide around as much.*

If your company frequently takes pictures for use on its Web site, scanning pictures isn't always the most effective way of getting pictures into the computer. Generally, a whole roll of film must be taken before prints can be made and getting prints made takes both time and money. Once prints are made, scanning them can also take a fair amount of time and patience.

**TIP** *If you're in the market for a scanner, we recommend picking up a USB scanner that's supported by Windows 2000. USB scanners are easy to set up and fast, and even if your company doesn't have Windows 2000 yet, Windows 2000 will serve as the foundation for Microsoft's future business and consumer operating systems, making it a good idea to get devices supported by it.*

Here are some recommendations for scanning images into the computer:

- Scan images at a dpi setting to yield the largest size images you might need, and keep these high-resolution images in a separate high-resolution folder. For use on the Web, resize the images down to an appropriate size and save them in a different location or using a different filename.

- Scan images into the central content folder so that everyone working on the site can find them.
- Give images a short but descriptive name so that it's easy to tell what they are at a glance.

## Picture CDs and Disks

One way to get photographs into the computer if you don't have a digital camera or scanner is to pay an additional fee to get a Picture CD, Photo CD, or pictures on disk when getting regular print film developed.

This method eliminates the hassle of scanning pictures; however, it isn't very cost-effective for most organizations. Generally, in addition to the cost of developing and creating prints, there is another charge of \$3 to \$20 per roll of film, depending on the scanning resolution and the company. It doesn't take too many rolls of film at this price before you've matched the price of a new scanner.

However, if there's a pressing need to acquire images and you don't have an alternative means to acquire images, paying to get pictures placed on CD or floppy disk at the time of developing can be an effective way to accomplish the task at hand.

Here are some recommendations for helping you make the most of images from a CD or floppy disk:

- If you regularly use picture CDs or floppies, label the CDs or floppies well and store them where everyone working on the site can find them.
- The best way to take images from a picture CD or floppy is to browse to the images on the CD or floppy using Windows Explorer and then copy the images directly into your central content folder, as shown in Figure 3-6. Alternatively, you can use the export function of the software included with the images to save the pictures as JPEG images, as shown in Figure 3-7.

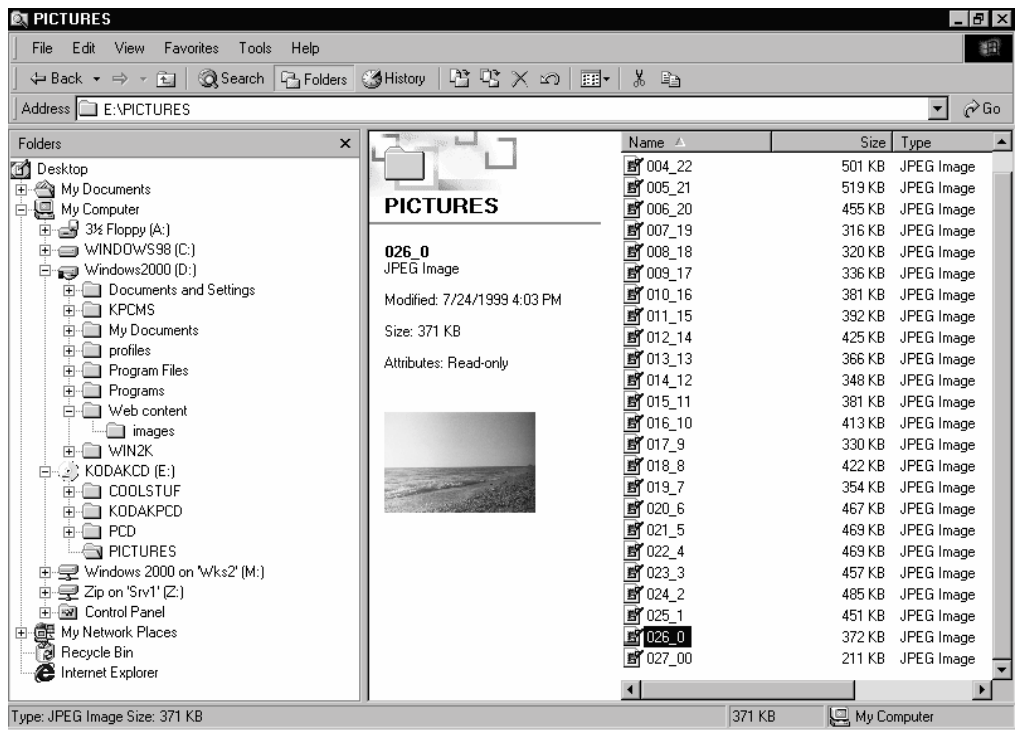


Figure 3-6 Manually taking images off a picture CD using Windows Explorer.



Figure 3-7 Exporting an image from a picture CD.

**NOTE** *When you export images using the software included with the photos, you will usually lose some image quality and/or resolution. This is fine most of the time, but if quality is very important, take the original images off the CD using Windows Explorer and manually resize them to the proper size for your Web page using an image editor.*

- Keep a close eye on the resolution and quality of the pictures exported. Typically the highest resolution available is around 1536x1024, which is far too big for use on the Web. However, it's usually preferable to take the high-resolution image and manually resize it to a more appropriate size for your Web site, instead of initially exporting a lower resolution image that might later turn out to be too small.
- Save images in the central content folder so that everyone working on the site can find them.
- Give images a short but descriptive name so that it's easy to tell what they are at a glance.

## **Online Photo Services**

Instead of paying to get your prints scanned and placed on a CD or floppy disk, many photo labs and services now offer to scan photos and place them on a secure Web site, from which you can then download them, as shown in Figure 3-8.

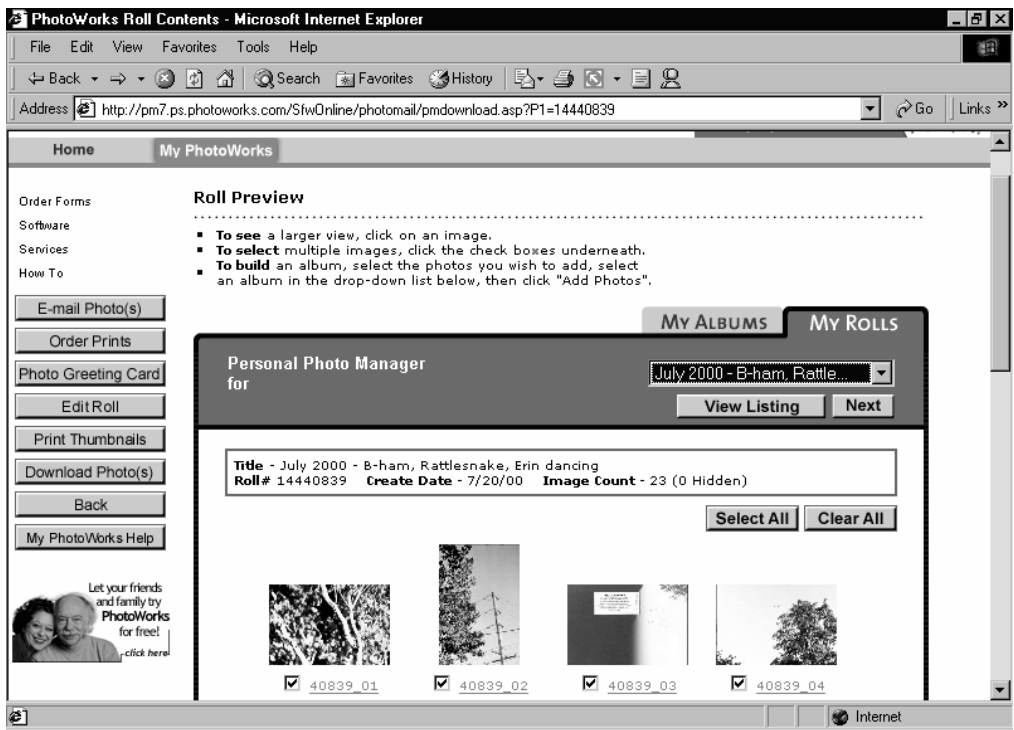


Figure 3-8 A scanned roll of film at an online photo service.

The advantage of using an online photo service is the somewhat quicker turnaround time when compared to picture CDs and disks. In most other aspects the process is identical, except that instead of taking pictures off a CD or disk you download them over the Internet. Of course, if your company or organization needs high-resolution images and has a slow-speed Internet connection, this might not be the most effective means of acquiring images. Instead, use picture CDs, or preferably, get a scanner or digital camera.



Here are some recommendations for using an online photo service more effectively:

- Download the highest resolution version of the image you might need, since the higher resolution image may not be available later. In general, it's best to download a high-resolution image, make a copy of it, and then resize it for use on your Web site.
- Depending on the processing company, you may need to convert the images you download into JPEG (.jpg) images using their software before you can work with the images on your Web site.
- Make sure to download the images you want to use promptly. Some services keep images posted for only 30 days.
- Save images in the central content folder so that everyone working on the site can find them.
- Give images a short but descriptive name so that it's easy to tell what they are at a glance.

## Documents

Documents are the other half of the new content equation, and, unfortunately, not every document that belongs on your Web site is going to exist, or at least not in digital form.

### Dealing with Print Documents

If you have content that would be good on your Web site, but you can't find a digital version of it, here's a suggested course of action:

#### 1. Look again.

We can't emphasize enough how much easier it is to use content that's already in digital form than it is to bring a print document into the computer.

#### 2. Retype the document.

Unless the document is really long, and even if it is, consider retyping any print documents that you want to use on your site. This is especially true for documents that have small typefaces, complex layouts or graphics, or are in poor condition. It's usually less hassle than scanning and performing Optical Character Recognition (OCR), and many documents won't need to be entirely retyped—just those sections that are needed for your site.

### 3. Scan the document and use an OCR program.

Although OCR programs have greatly improved and are now quite useful, unless you have a long document that needs to be placed in its entirety on your Web site, it's usually faster to retype the document than it is to scan it, run it through the OCR program, and then correct the mistakes.

**NOTE** *OCR programs are standalone programs that convert a scanned document into text that can be used in a word processing program or Web page editor. They can provide an easy way to digitize existing, typewritten content, but they do produce errors in the scanned documents. We recommend that you carefully evaluate the amount of time involved in correcting scanned documents before relying heavily on OCR programs.*

### 4. Save the document in the central content folder.

After finding, retyping, or scanning the content, save it in your central content folder with a descriptive filename so that the file can be identified easily.

## Creating New Documents

When creating new content for use on a Web site, you can take specific steps to make the content import into Dreamweaver more elegantly:

- Create any large amounts of text you want to use on your site using Microsoft Word or another word-processing program, and then either copy and past the text into your Web pages, save it as a plain text file for importing into your pages, or save it directly as an HTML document that Dreamweaver can then edit. Although Dreamweaver is a passable text editor, it's much easier and more efficient to create content of any substantial length in a dedicated word processor.
- Avoid using complex formatting or graphics in documents. These are best created later using Dreamweaver.
- Before creating a large amount of content with a particular application, test out how well the content can be exported to HTML from the application and then imported into Dreamweaver. Knowing the limitations of the process beforehand can save a lot of time and money in the long run.
- Save new documents in the central content folder with useful filenames so that everyone working on the site can identify them.

# Organizing Your Content and Planning Your Web Site

Although it's not strictly necessary to do any further organization and planning for your Web site if you're treating your site like a virtual bulletin board, it can be a big help in the long run. By spending some time reviewing your content and outlining your site, you can more easily create a logical and effective site.

Gathering all or most of your content together in one place is a good first step in planning your Web site's structure because it gives you an understanding of the content the site will contain. After doing this, we recommend that you sit down and organize the content, and then draw up a preliminary site plan.

## Organizing Your Content

After you've rounded up the content for your Web site, it makes a lot of sense to organize it before starting work on the site—both physically in the central content folder and logically for the structure of the Web site.

There are a number of different ways to arrange content in your central content folder. One method that works well is to place content into folders depending on what action needs to be done with it. For example, a `high_priority` folder could store important content, or a `possible_content` folder could store content that you're not yet sure belongs on the Web site. Within these folders you could further categorize the data by subject, source, and data type (i.e., documents and images).

In addition to deciding how to physically organize your content, you might want to work on some more abstract organization. One way to do this is to sit down with a pad of paper and poke around the central content folder, making notes of what you have available and creating some logical groupings. The organization you decide upon may or may not be reflected in the folder structure of your central content folder. It's more important to get an idea of how the content should be logically organized on your site than to actually separate it out into folders.

We can't tell you exactly how to organize your content, since the material usually dictates this, but here are some general recommendations:

- Look at the Web site's purpose and the content that you identified as important in "Step 1: Determine Your Web Site's Goals" and keep this focus central in your mind.

- Organize content logically and intuitively by subject. For example, a Web site designed to advertise or sell products would do well to organize content into product information, company information, and support information categories. This makes sense and is intuitive for visitors, since these categories match key topics that visitors will probably look for.
- Try not to organize your content in a way that leaves any categories with too much content or too little. If you find this happening, consider splitting or merging the categories, or creating subcategories.

## Creating Your Site Plan

At this point you may want to actually sketch out the design for your Web site. Simple as it sounds, this is one of the more important parts of the process, since the way in which you structure the site determines how easy and intuitive it is for visitors to use.

To create a plan for your site, sit down with a pad of paper or create a new Word document in Outline view. Pull out any notes you took on the content available for the site, above and take out, the Web site goals that you wrote down in “Step 1: Determine Your Web Site’s Goals.”

When creating the site plan, start with the home page—the page that is first displayed when visiting a site. The home page acts as the top of the outline that is your Web site. Briefly list what content should be contained here—perhaps a summary of the site, as well as short leaders on the site’s most interesting or frequently accessed content. (For more help with this, see the “Creating an Effective Home Page” section in “Step 6: Polish Your Pages.”)

Then write down the categories for the next level of your site. Each of these categories will be a page and a navigational link for your site if you make a navigation bar or set of hyperlinks for your site (you’ll probably want to). As discussed above, the categories should be logical and intuitive to visitors. Also, the second-level headings (the first level below the home page) should provide users with an accurate summary of the content in your site.

**TIP** *Allow room for additional pages and content when creating your site plan, especially when creating your second-level headings (those right under the home page). Redesigning a Web site to accommodate new content can be resource intensive as well as inconvenient to visitors who have learned your site layout or bookmarked individual pages in the site.*

Try to avoid making too many levels in your Web site. From the home page, the most important content should be one click away, and all important content should ideally be no more than three clicks away for most sites. (Larger sites may need to have additional levels, but avoid it if possible.) Keeping information accessible with a low number of clicks makes accessing information faster and easier for visitors. It also increases the chance that visitors will stay at your site rather than get impatient and leave.

Besides watching out for a Web site structure that's too deep, you also need to avoid making the structure too wide (too many pages at the same level). This is especially true for the second level of pages (the first under the home page). Too many second-level pages will overload the site's navigation bars with too many options. Although there are no rules about how many links are too many, navigation bars (and Web pages) lose their effectiveness if there are too many options to choose from. In general, limit your navigation bars to fewer than ten links, and possibly no more than five, depending on your page design.

While not absolutely necessary, we recommend taking at least a quick pass through your entire site at this stage, creating a diagram of what pages should be created and what content belongs on each page. Creating this site plan will not only make your Web site more coherent, intuitive, and effective but also make it easier to delegate work.

## Summary

This step walked you through the last phase of Web site planning—collecting, creating, and organizing your content—before you start the work of creating pages. This step involves preparing a directory to store all content before it's added to the site, collecting existing digital content, creating new digital content, organizing the content, and then creating a plan for your Web site's structure.

## *Step 4*

# CREATE YOUR SITE

### **Featuring:**

- Defining a New Local Site
- Configuring Dreamweaver to Work with a Firewall
- Overview of the Site Window
- Creating the Initial Structure
- Coordinating Work with Multiple Users

**W**hen you're ready to start construction on your Web site, you use Dreamweaver's Site window to create your site. "Step 4: Create Your Site" shows you how to set up your site in Dreamweaver, as well as how to create and link pages together in the Site window to mimic the site design you worked out in "Step 3: Collect and Organize Your Content." You'll also learn the basics of working with remote sites (Web servers) and allowing multiple users to edit your site.

## **Defining a New Local Site**

The first thing you need to do when actually creating your Web site is to create or open your local Dreamweaver Web site. The local version of your Web site, also called the local root folder, is stored in a folder on your hard drive or company network. You perform all your work on the local site, and after testing for errors, you transfer the files to your Web hosting company's Web server, which then makes the site accessible to everyone on the Internet.

Although you can use Dreamweaver just to create pages, using Dreamweaver also to manage your site saves you a lot of time, while providing additional functionality and decreasing errors in your site, such as broken hyperlinks.

**TIP** You can change the information in your site definition anytime after creating it—just choose the Site menu's Define Sites command, select your site, and click the Edit button.

To define a new site, follow these steps:

### 1. Start Dreamweaver.

Click the Start button, click Programs, click Macromedia Dreamweaver 4, and then click Dreamweaver 4.

### 2. Create a new site.

To do this, choose the Site menu's New Site command.

### 3. Enter the local site information.

Enter a descriptive name for your Web site in the Site Name box, as shown in Figure 4-1. In the Local Root Folder box, enter the path to the folder in which you want to store your local Web site, or click the folder icon to locate or create the folder. (You can also open an existing Web site you've created.) In the HTTP Address box, enter the domain name you acquired for your Web site. Leave the Refresh Local File List Automatically and the Cache check boxes selected.

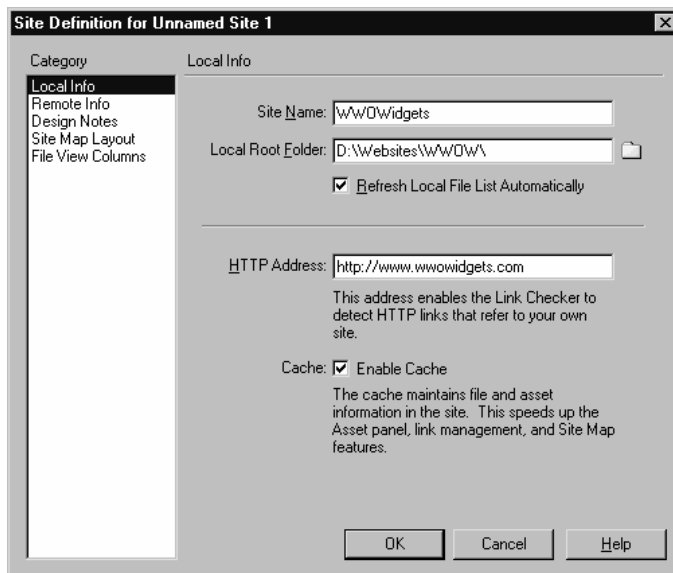
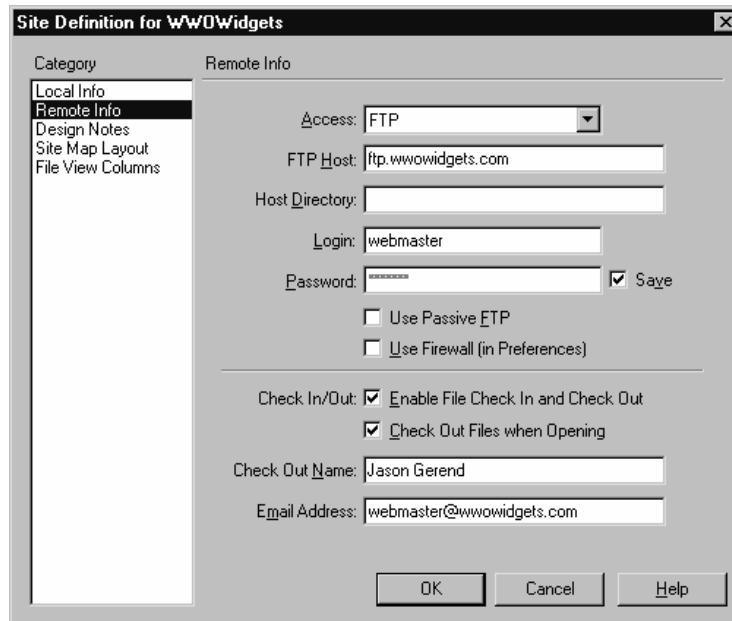


Figure 4-1 Creating a new Web site.

#### 4. Specify the type of Web server.

Select the Remote Info item in the Category list to enter information about your Web server, as shown in Figure 4-2. In the Access box, select FTP, or WebDAV if your Web server supports this protocol. (If you select WebDAV, click the Settings button that appears to enter the server settings.) To publish to a company intranet or a local Web server, select Local/Network from the Access box and then enter the path to the remote network folder or Web server in the Remote Folder box that appears.



The screenshot shows a dialog box titled "Site Definition for WWWidgets". On the left, a list of categories includes "Local Info", "Remote Info" (which is selected), "Design Notes", "Site Map Layout", and "File View Columns". The main area is divided into "Remote Info" fields: "Access" (FTP), "FTP Host" (ftp.wwwidgets.com), "Host Directory" (empty), "Login" (webmaster), "Password" (masked), and a checked "Save" checkbox. Below these are unchecked checkboxes for "Use Passive FTP" and "Use Firewall (in Preferences)". A section for file checks includes checked boxes for "Enable File Check In and Check Out" and "Check Out Files when Opening". The "Check Out Name" is Jason Gerend and the "Email Address" is webmaster@wwwidgets.com. Buttons for "OK", "Cancel", and "Help" are at the bottom right.

Figure 4-2 Entering the information about your remote Web server.

#### 5. Enter the FTP information.

In the FTP Host box, enter the FTP hostname given to you by your ISP, for example, *ftp.mycompany.com* (leave out the *ftp://*). Enter your Web site username and password in the Login and Password boxes, and select the Save check box to save this information. If your company or organization uses a network firewall, see the next section. Leave the Host Directory box blank, and check with your ISP if you have trouble with publishing to the wrong directory.

#### 6. Enable File Check In and Check Out.

To set up your site so that multiple people can edit it simultaneously, leave the Enable File Check In And Check Out check box and the Check Out Files When Opening check box selected. Also be sure to enter the name and e-mail address you want others to see associated with files you check out in the Check Out Name box.



## 7. Specify a home page.

Select Site Map Layout in the Category list, and then enter a filename for your home page in the Home Page box, as shown in Figure 4-3. We recommend entering *index.htm*. Optionally, click the Page Titles option button to display the page titles of pages in your site map instead of filenames. Click OK when you're finished. Click OK if Dreamweaver asks whether you'd like to create the index.htm file. Dreamweaver then creates your local site and displays it in the Site window, which we discuss later.

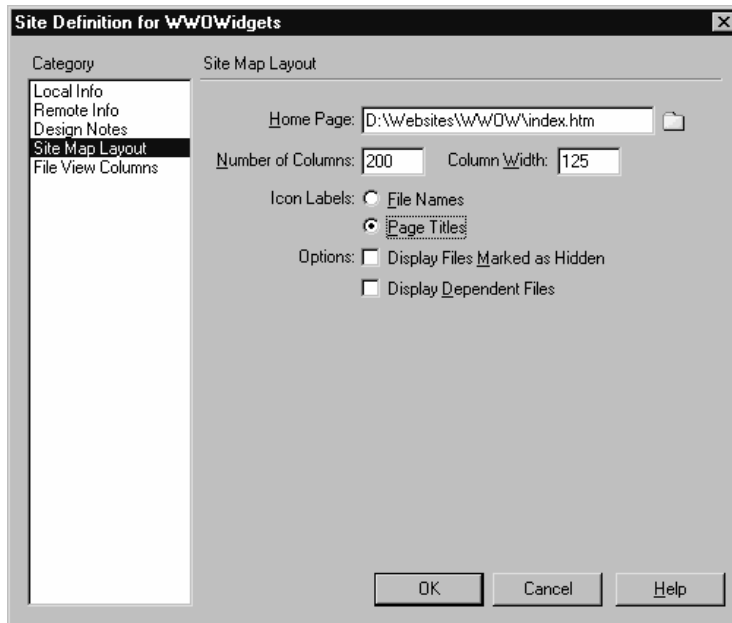


Figure 4-3 Specifying the home page for your Web site.

## Configuring Dreamweaver to Work with a Firewall

If your company network is protected by a firewall and you can't access your remote site using Dreamweaver, you'll probably have to configure Dreamweaver to find your firewall host or proxy server.

Make sure that you know your firewall settings before you follow this procedure. If you don't know the address of your firewall host, either ask someone who does or check Microsoft Windows Internet Options. To do this, click the Internet Options icon in Windows Control Panel, click the Connections tab, click the LAN Settings button, and then look for an address entered in the Proxy Server box.

To configure Dreamweaver to work with a firewall, follow these steps:

### 1. Open the Preferences dialog box.

Choose the Edit menu's Preferences command, and then select Site in the Category list, as shown in Figure 4-4.

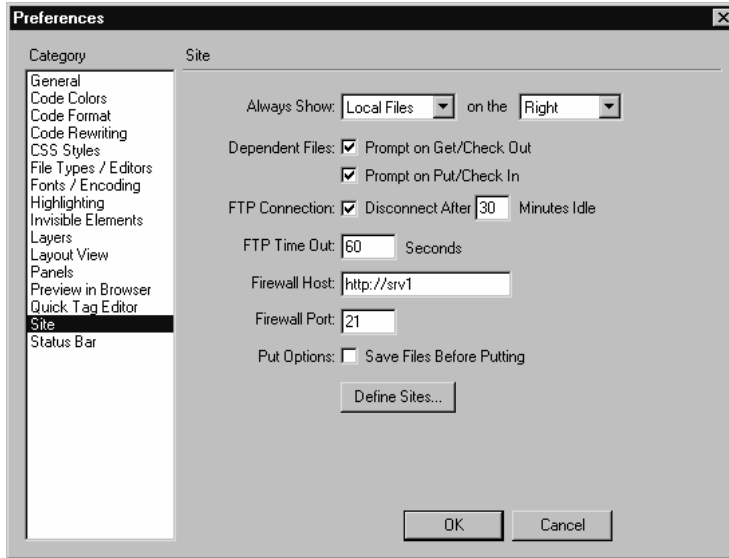


Figure 4-4 Specifying the Firewall Host and Port.

**TIP** *If you have everything configured correctly but you have problems with your FTP connection timing out, increase the number in the FTP Time Out box. Don't increase the timeout duration to more than 120 seconds though, or you'll be forced to wait excessively when the FTP server can't be reached.*

### 2. Specify your firewall or proxy server.

In the Firewall Host box, enter the address of your firewall or proxy server. In the Firewall Port box, enter the port on which access is allowed. (This is most likely 21, but check your firewall if this doesn't work.) Click OK.

### 3. Configure your site to use a firewall.

Choose the Site menu's Define Sites command, select your site from the list, and then click the Edit button. Select Web Server Info in the Category list, and then select the Use Firewall check box, as shown in Figure 4-5. Click OK.

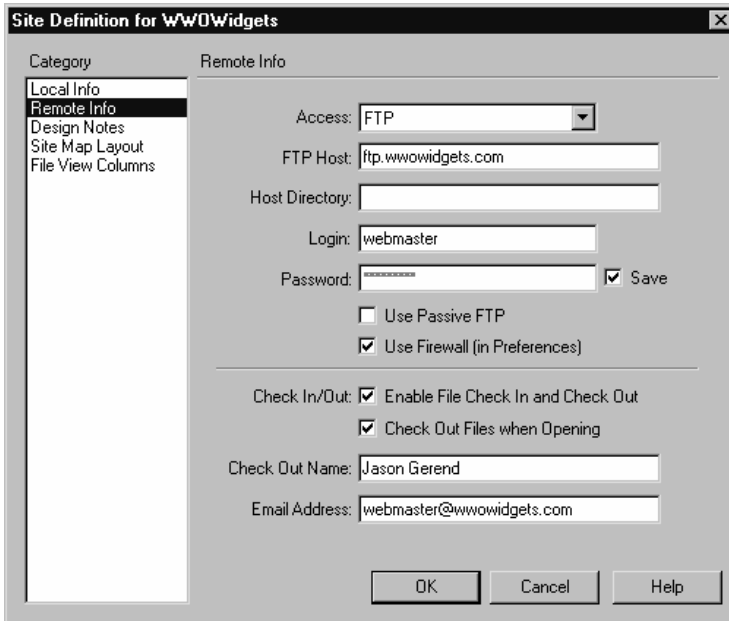


Figure 4-5 Enabling a site to work with a firewall.

## Opening Local Sites

When you launch Dreamweaver, it automatically opens the last site you worked on, allowing you to get started quickly. However, if you have multiple sites, you'll need to be able to switch between these sites.

To open a local site, select the site from the Site window's drop-down list box, as shown in Figure 4-6, or choose the Site menu's Open Site command, and then select the site you want to open from the submenu.

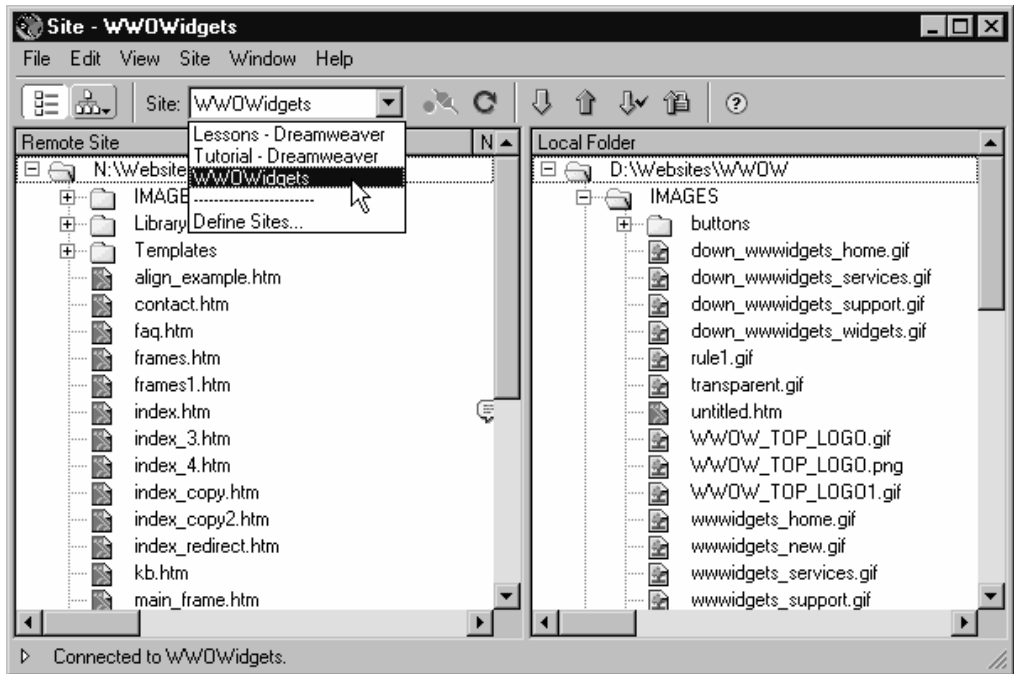


Figure 4-6 Switching sites in the Dreamweaver Site window.

## Overview of the Site Window

Before we go much farther, it helps to be more comfortable with the Dreamweaver Site window interface. At the top of the window, as shown in Figure 4-7, is a familiar-looking menu bar—where the File, Edit, View, Site, Window, and Help menus are located. Immediately below this is the site management toolbar, where the most frequently accessed site management commands are located.



- To open a page, double-click it. (This works in all panes: the Local Folder, Remote Site, and Site Map.)
- To switch between viewing your site files and viewing a visual map of your Web site, as shown in Figure 4-8, use the Site Files and Site Map buttons on the left of the toolbar.

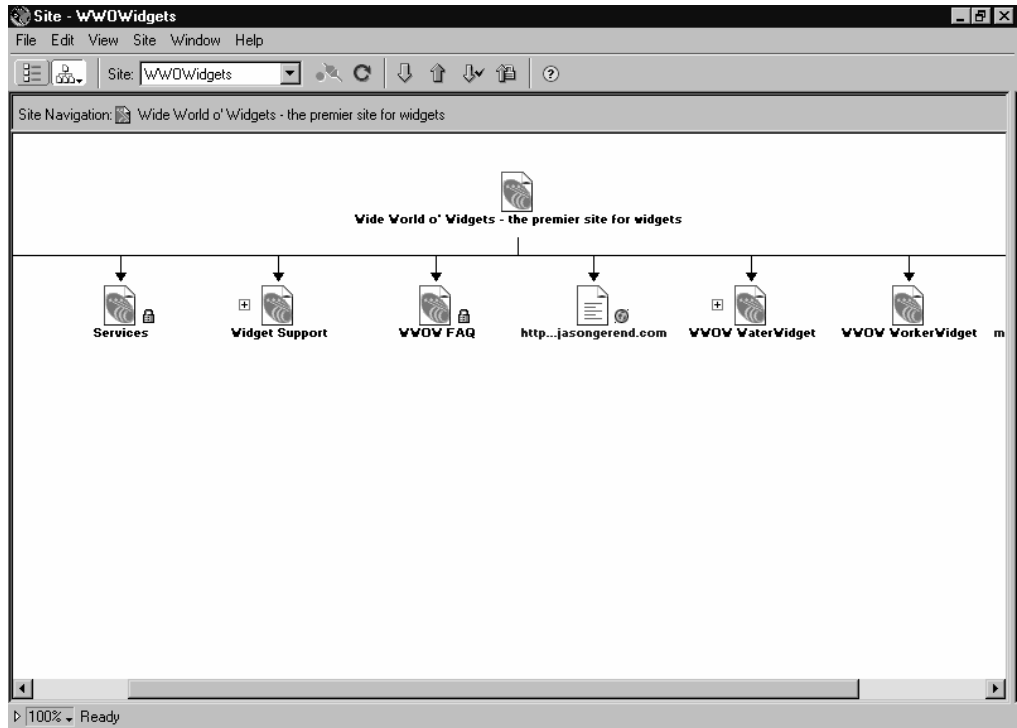


Figure 4-8 The Dreamweaver Site window in Site Map view.

The rest of the Site window is covered in the following sections.

## Creating the Initial Structure

If you're building a Web site from scratch, it's a good idea to create the site's structure before you do anything else. Since Dreamweaver functions best when you save Web pages before editing them, creating all or most of your pages in the Site window makes the actual editing process work smoother. You can also link the pages together in the Site window to form a coherent Site Map and automatically insert the proper hyperlinks into the empty pages.

The following sections explain how to accomplish this task.

**TIP** You'll probably want to move and rename files in Dreamweaver to minimize the chance that hyperlinks are broken. If you move or rename a file using Dreamweaver, hyperlinks to that file are automatically updated.

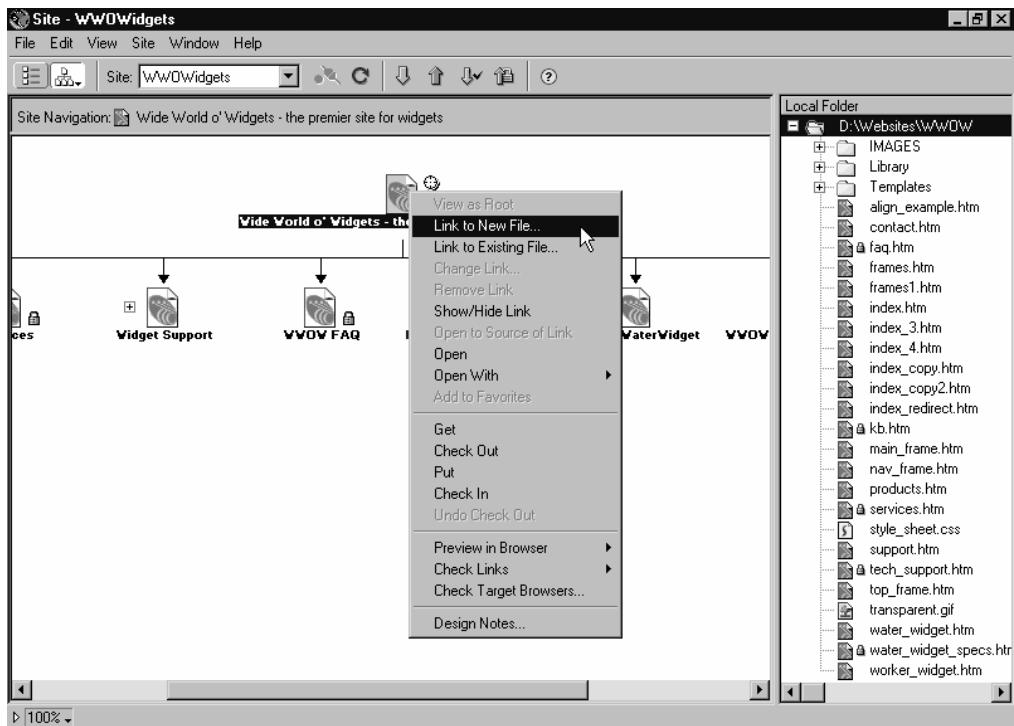
## Adding New Pages and Folders

To add a new Web page or folder to your site, right-click the folder in the Local Folder pane to which you would like to add a page or folder and then choose New File or New Folder from the shortcut menu. This creates a new file or folder in the Local Folder pane. Enter the name you want to assign to the file or folder, and then click anywhere else onscreen to save the name.

To add a new page that is pre-linked to an existing page (a great way to quickly build the structure of your site), follow these steps:

1. Click the Site Map toolbar button.
2. Create the new file.

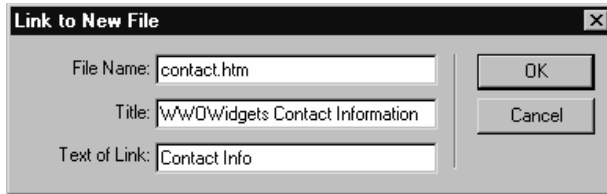
Right-click the page in the Site Map pane that you want to link to a new file, and then choose Link To New File from the shortcut menu, as shown in Figure 4-9.



**Figure 4-9** Creating a new page already linked to an existing page.

### 3. Name the file.

In the Link To New File dialog box, as shown in Figure 4-10, enter a filename for the page. In the Title box, enter a title for the page, and in the Text Of Link box, enter the text you want to appear as the hyperlink in the original page (the page that links to the page you're creating). Click OK to create the page.



**Figure 4-10** Naming the newly created page.

**NOTE** *The only page that works as a home page on most Web servers is `index.htm` or `index.html`.*

## Managing Hyperlinks with the Site Map

The Site Map is an invaluable tool for creating your site's initial structure. You can use it to get a quick overview of your site's structure, and to manage the links between your pages.

Use the following list which describes how to work with hyperlinks and the Site Map:

- To select multiple pages in the Site Map, click and drag an outline around the pages you want to select, or hold down the Ctrl key and click the pages you want to select. (The latter method also works in the Local Folder pane.)
- To create a new hyperlink between files, select the page you want to create the link in, and drag the round icon beside the file in the Site Map onto another page or file, as shown in Figure 4-11. This works well when the local folder is displayed next to the Site Map.



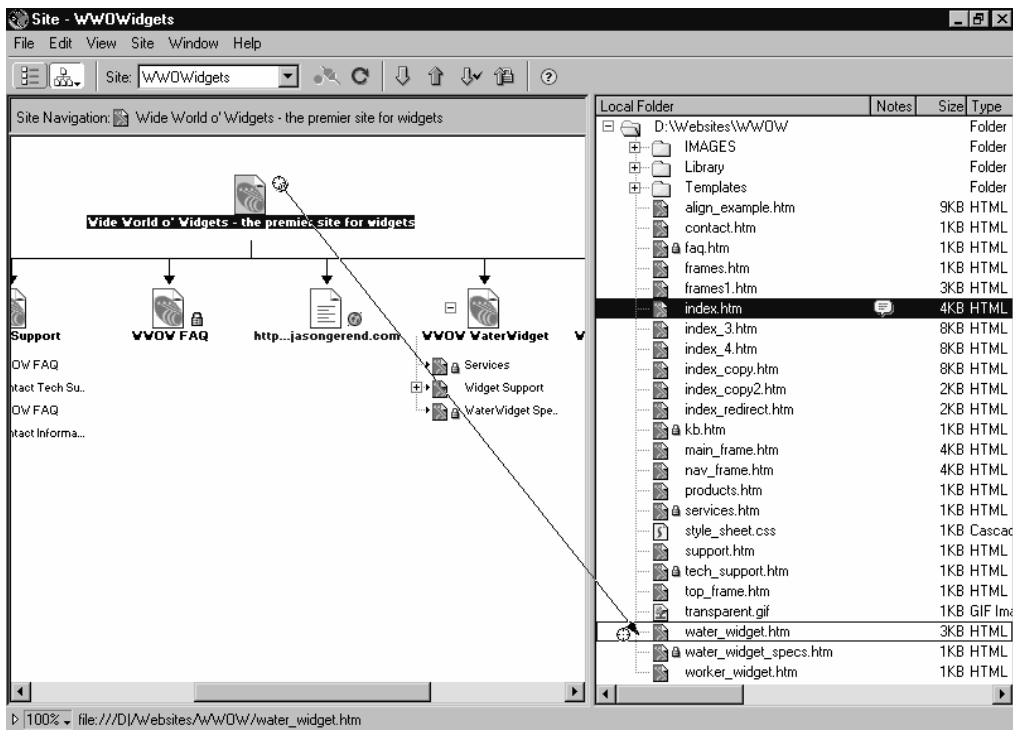
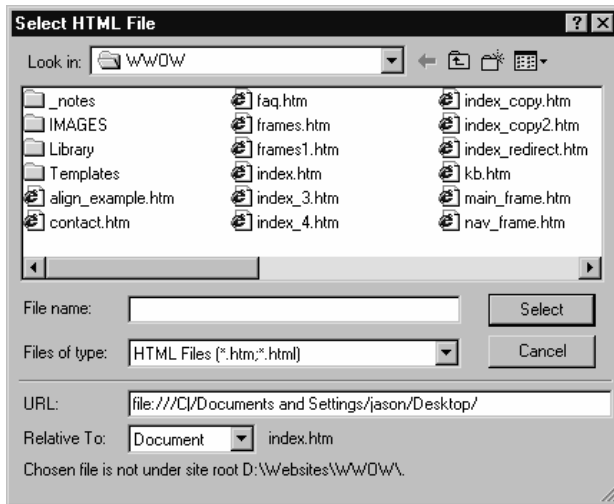


Figure 4-11 Creating a link to an existing file.

**NOTE** If you're using Dreamweaver's Check In/Out feature, you'll need to check out a file in order to create a hyperlink in it. In other words, check out the file in which you're creating a link, not the file to which you're linking.

- To remove a hyperlink, right-click the target of the link (the page that the link points to) and choose Remove Link from the shortcut menu.
- To change a hyperlink, right-click the target of the link, choose Change Link from the shortcut menu, and select a different page from the Select HTML File dialog box, as shown in Figure 4-12.



**Figure 4-12** Modifying an existing link.

**NOTE** *The URL listed in the URL box of the Select HTML File dialog box isn't the current link, it's just a generic link that usually connects to your Windows desktop. When you select a page, Dreamweaver fills in the URL box, either in document relative format or as site-root relative format (if you select Site-Root from the Relative To box, which we don't recommend). For more information on relative addressing, see "Appendix C: Hyperlinks in Dreamweaver."*

- To hide (but not delete) a link, right-click the page or file that you don't want to appear in the Site Map and choose Show/Hide Link from the shortcut menu. To redisplay the page, choose the View menu's Show Files Marked As Hidden command. (You can also select Show Dependent Files if you want to see images and other dependent files in the Site Map.) Hidden files appear in italics when Show Files Marked As Hidden is selected, as shown in Figure 4-13.

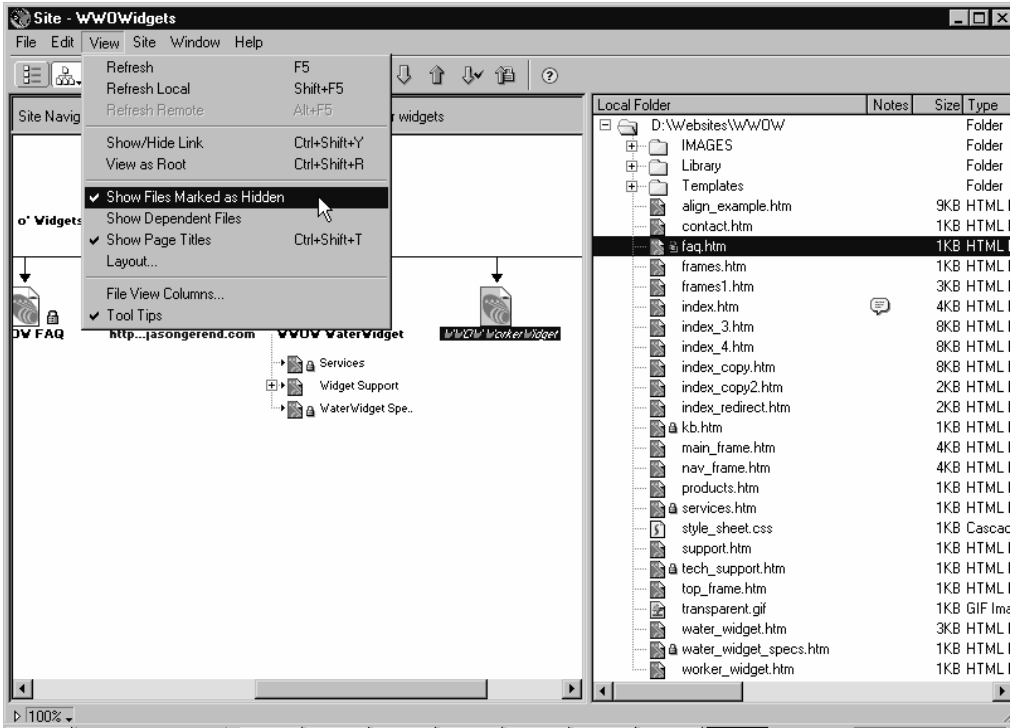
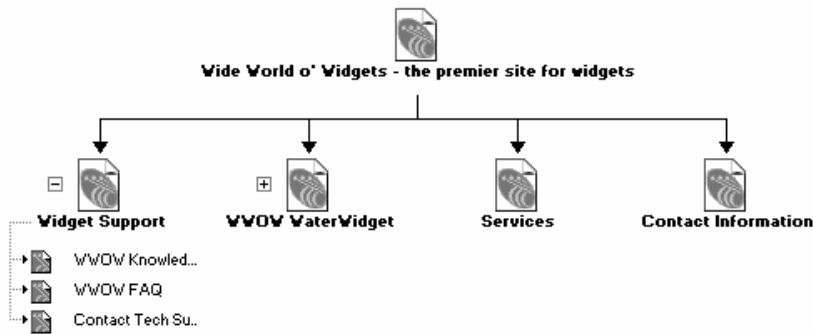


Figure 4-13 Hiding links in the Site Map.

**NOTE** Pages that are “lost” (the links to them are broken) appear in red, while external links (links to pages outside your local site) appear in blue and have a small globe icon next to them.

- To save the Site Map as an image, display the Site Map the way you want it and then choose the File menu’s Save Site Map command. In the Save Site Map dialog box, choose where to save the file, enter a name for the image, and choose to save it either as a bitmap file (.bmp) or as a PNG file (.png). Figure 4-14 shows an actual Site Map saved this way and placed directly into this book.



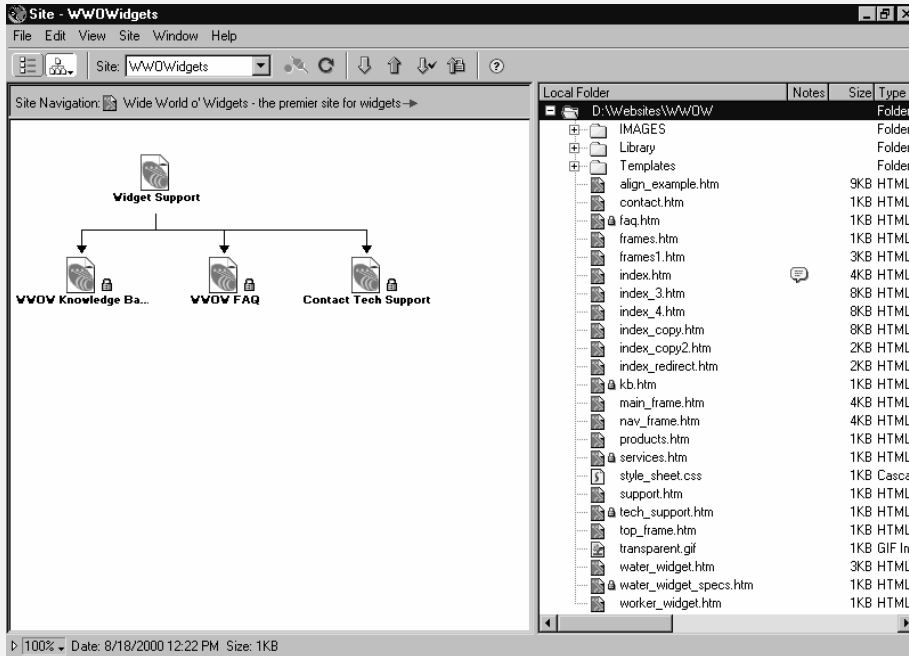
**Figure 4-14** A Site Map image.

**TIP** Consider selecting the View menu's Show Page Titles command if you're saving the Site Map as an image—this labels each page in the map by the page's title instead of its filename.

## Changing the Site Map Display

The Site Map is a valuable tool, but it usually requires a bit of modification to suit your needs:

- To resize the Site Map display, click 100% on the status bar and select the appropriate display size.
- To display your Local Folder as well as the Site Map, drag the bar at the right side of the window to the left, revealing the Local Folder pane.
- Click a plus sign next to a page to view the pages it links to, or click a minus sign to hide the pages.
- To view a page as the root of the Site Map (the topmost page displayed), right-click the page and choose View As Root from the shortcut menu. This hides all pages above the selected page, as shown below. To get back to the parent page (the page that links to the page you temporarily designated to be the root of the Site Map), click the parent page's name in the Site Navigation pane right underneath the toolbar.



- To switch the Site Map display from showing filenames to showing page titles, choose the View menu's Show Page Titles command from the View menu.

## Managing Files

Performing common file management tasks in Dreamweaver's Site window is easy; the following list describes how to move, copy, rename, and delete files:

- To move a file to another folder, click the file in the Local Folder pane and drag it to the desired folder.
- To copy a file, select the file and press Ctrl-C. Then navigate to the folder in which you want to place a copy and press Ctrl-V.

**TIP** *These keyboard shortcuts—Ctrl-C for copy and Ctrl-V for paste—work in every part of Windows and any Windows application, so you can use them to copy and paste files, text, or images anywhere.*

- To rename a file, select a file in the Folder list, wait a moment (maybe a second), and then click it again. The filename is highlighted, and you can then type in a new filename or edit the existing one, as shown in Figure 4-15. Alternatively, choose the File menu's Rename command.

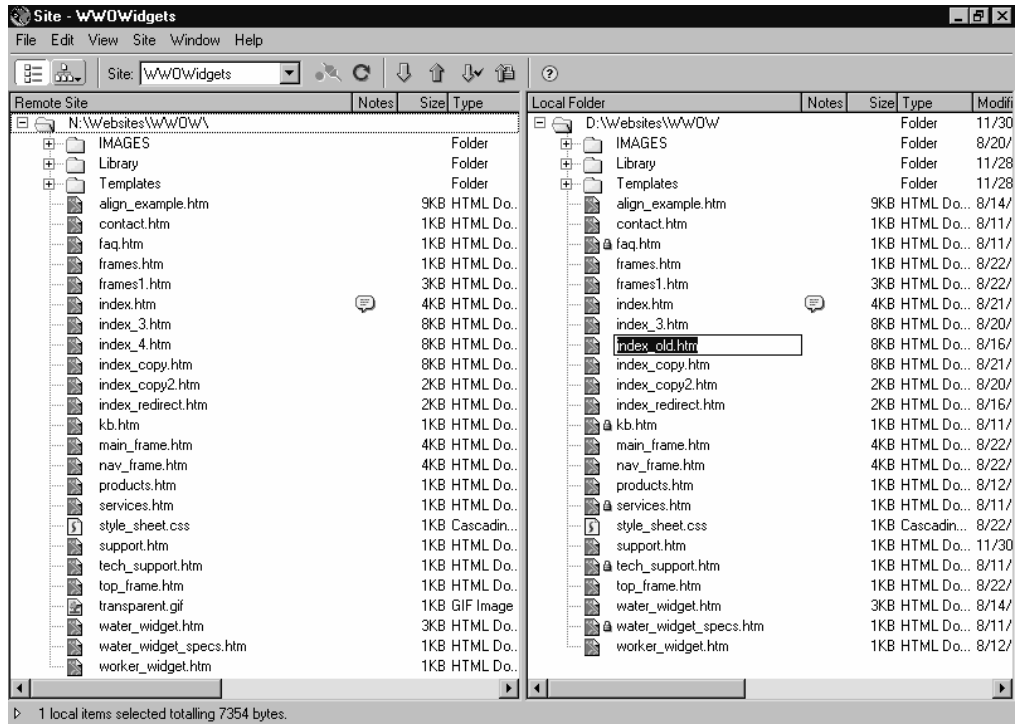


Figure 4-15 Renaming a file.

**WARNING** *Don't change the file's three-letter extension or you won't be able to view the file or use it properly.*

- To delete a file or folder, right-click it and choose Delete from the shortcut menu, as shown in Figure 4-16. Alternatively, select the file or folder, and press the Delete key.

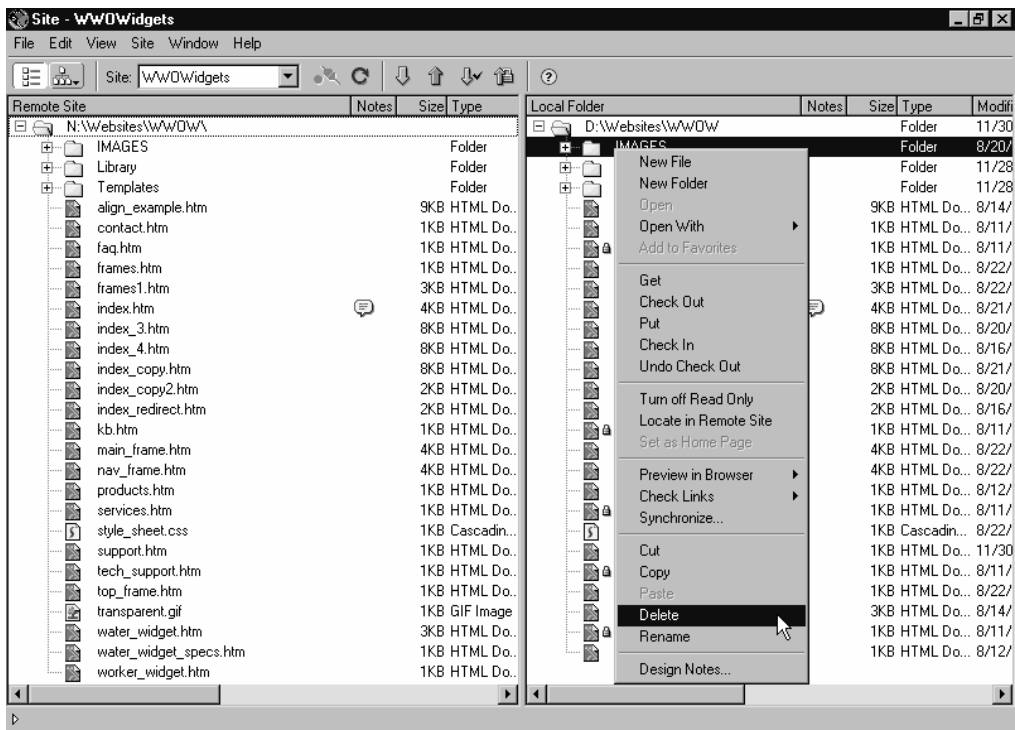


Figure 4-16 Deleting a file.

**TIP** *If you delete a file in Dreamweaver, you can retrieve it from the Recycle Bin, unlike in Microsoft FrontPage where files are permanently deleted.*

## Coordinating Work with Multiple Users

Dreamweaver comes with a couple of features that make it easier to work with others to construct and maintain a Web site. The Design Notes feature provides a way of annotating files and assigning statuses to the files. Dreamweaver also has the ability to keep track of which files are currently being edited and restricting access to these files.

The following sections detail how to work with Design Notes, how to check out files for editing, and how to set up Dreamweaver so that changes you or others make to your site remain private until you're ready to make them publicly available.

**TIP** You can run a report that details which pages are checked out by whom and which pages have Design Notes associated with them. To do so, choose the Site menu's Reports command, select Entire Local Site from the Report On drop-down list box, and select the Checked Out By and Design Notes check boxes in the Workflow category.

## Adding Design Notes to Files

Design Notes is a useful feature that allows you and your collaborators to store notes about files in Dreamweaver. Using Design Notes, you can share the status of the file and any other notes with all authors of your Web site.

**TIP** You can add Design Notes to any kind of file in Dreamweaver. Additionally, Macromedia Fireworks supports Dreamweaver-compatible Design Notes so that users of Fireworks can work seamlessly in both applications, making it easy to share information with any graphic designers you may employ.

To use Design Notes, follow these steps:

### 1. Open the Design Notes dialog box.

Right-click the file to which you want to add Design Notes, and then choose Design Notes from the shortcut menu.

### 2. Specify the status and enter notes.

Choose a status for the file from the Status drop-down list box, and enter any notes about the file in the Notes box, as shown in Figure 4-17.



**Figure 4-17** Entering Design Notes information.



### 3. Specify when to display the Design Notes.

Select the Show When File Is Opened check box to automatically display the Design Note when this particular file is opened.

### 4. Add optional fields.

To add custom fields, click the All Info tab, as shown in Figure 4-18. Click the plus sign button to create a new field, enter a name for the field (such as Author), and then enter a value for the field (such as your name). To remove a field, select it and click the minus sign button. Click OK when you're finished entering information in the Design Note.

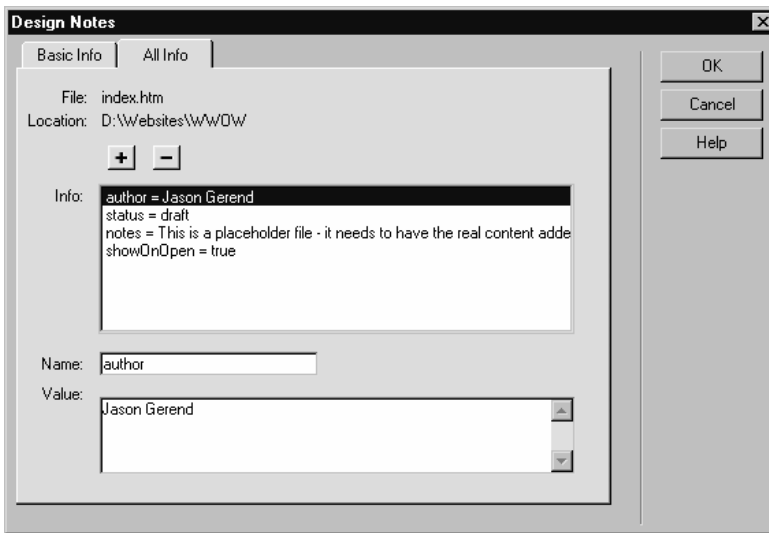


Figure 4-18 Creating a custom field in a Design Note.

**NOTE** You should have the *Maintain Design Notes* and *Upload Design Notes For Sharing* check boxes selected in the *Design Notes* category of your site's *Site Definition*. These are enabled by default.

## Checking Files In and Out

Dreamweaver provides a Check In/Out feature so that you can check out individual files to a particular user. During the time that the file is checked out, it is unavailable for editing by other users. This feature prevents the loss of data from a situation in which two users try to edit the same file at the same time.

If you enabled the Check In/Out feature when you created your site definition in Dreamweaver (see the earlier section “Defining a New Local Site”), it’s simple to check files in and out. The following points will help you to use this convenient feature:

- Before you can check out files, you need to publish your local folder to your Remote Site. For more information on uploading your files, see “Step 7: Deploy Your Web Site.”
- To check out a file, right-click the file in the Folder List pane and choose Check Out from the shortcut menu, or open the file by double-clicking it. This prevents other users from editing the file until you check it back in. To prevent other users from modifying associated files (such as embedded images) while you have the file checked out, click Yes when asked whether you want to check out dependent files.
- Files you check out have a green checkmark next to them.
- Files others check out have a red checkmark next to them. Move your mouse over the file to see the name of the user who checked out the file displayed in the status bar.
- You can open files checked out by other users, but you can’t save them using the same filename.
- If you try to check out a file already checked out by another user, Dreamweaver asks whether you want to override the check-out. Obviously, this is something you do only when absolutely necessary.
- To check in a file, right-click a checked-out file (one with a green checkmark next to it) and choose Check In from the shortcut menu, as shown in Figure 4-19. The check-in step saves your changes and allows others to then edit the file.
- To check in a file *without saving your changes*, right-click a checked-out file and choose Undo Check Out from the shortcut menu.

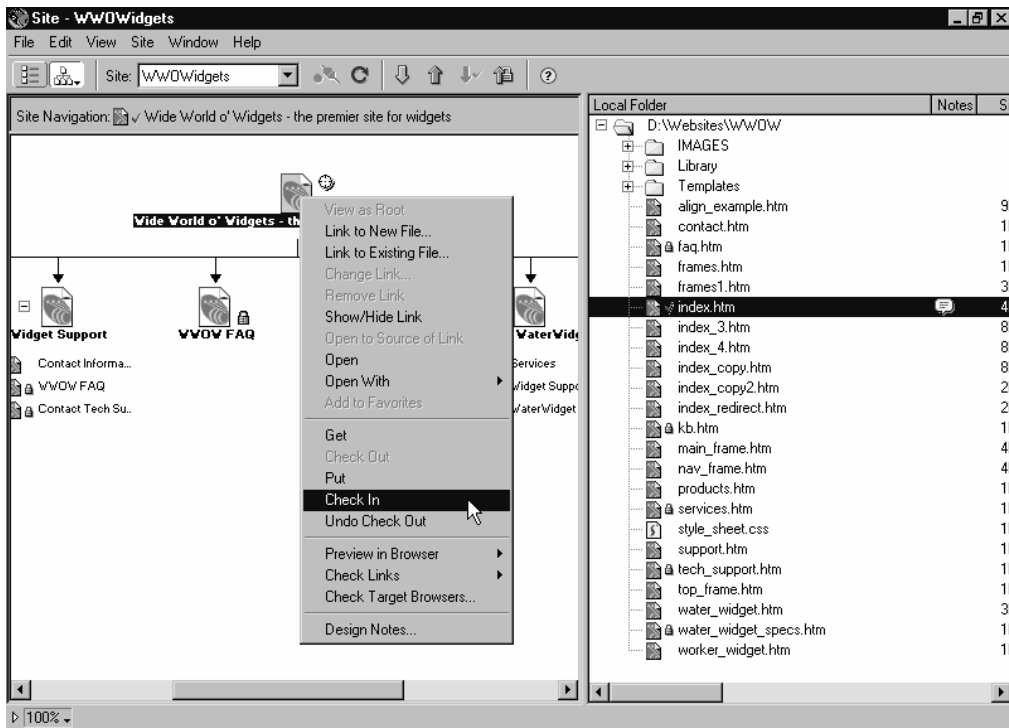


Figure 4-19 Checking in a file.

**TIP** You must first connect to your remote site before you can check files in or out.

## Keeping Web Site Work Private Until You Publish

Dreamweaver's Check In/Out feature is valuable, but it works only if each user maintains a separate local folder and synchronizes all changes at the Remote Site. This approach works fine if your company or organization doesn't mind creating its Web site directly on your Internet Web site (instead of constructing it locally, testing it, and then posting it to the Internet). Unfortunately, if you need to manage the work of multiple people on the site and keep the site private until you're ready, this approach is inadequate.

Fortunately, there is a workaround—you can create a remote site that sits on your local network and then have everyone use this site as his or her remote site instead of using your actual Internet Web site.

To set up Dreamweaver to keep your work private until you're ready to make it public, use the following steps:

### 1. Set up each user with a unique local folder.

Install a separate copy of Dreamweaver for each user, and configure each to use a different local folder (users can't share local folders).

### 2. Set up all site definitions to use the same local network location as the remote site.

In the Site Definition dialog box for each user's copy of Dreamweaver, click select the Remote Info item in the Category list, and choose Local/Network from the Access drop-down list box., and then in the Remote Folder box, specify a folder on your network to use as the central publishing location, as shown in Figure 4-20. All users will synchronize their changes with the same remote site, thus maintaining privacy while ensuring that no changes are lost.

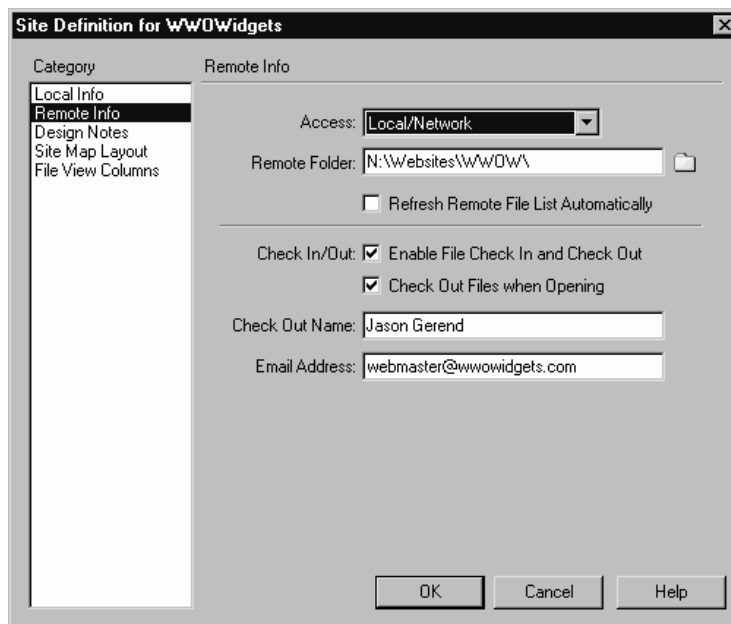
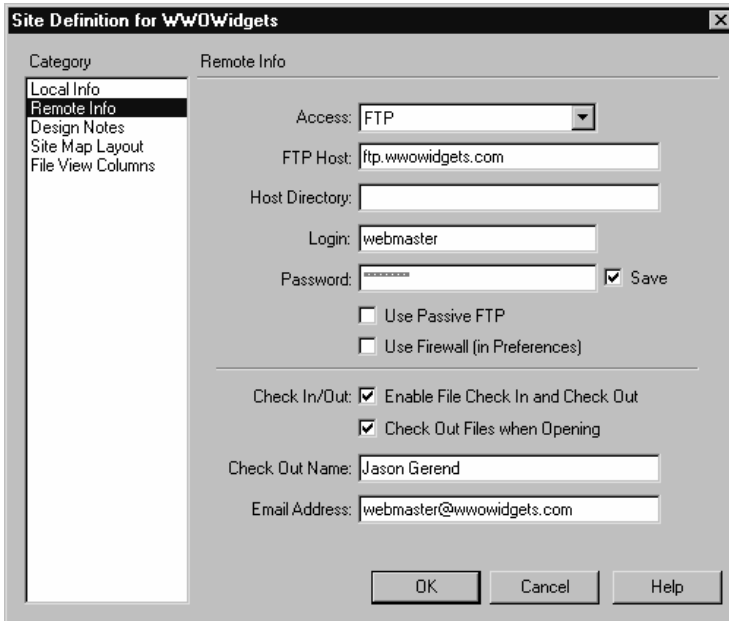


Figure 4-20 Configuring a locally stored remote site.

### 3. Set up a site definition for publishing your site to the Internet.

Set up a site definition on one computer (most likely on the computer belonging to whoever is in charge of the Web site) with the folder used in step 2 as the local folder, as shown in Figure 4-21. Enter your actual Internet Web site's address in the Remote Info section of the Site Definition, as you would normally (see "Defining a New Local Site" in "Step 4: Create Your Site").



**Figure 4-21** The configuration for the site definition used to publish to the Internet.

To publish your work to the Internet, use this site definition, but to do any editing, you should switch back to the other site definition (which is set up to do all publishing to the locally stored remote site instead of your Internet Web site).

**NOTE** *Although this pseudo-remote site can be located anywhere on your local network, if you create it on an actual Web server, you can preview your pages better before publishing them to your Internet Web site.*

## Summary

The first step in creating your Web site is to define the site in Dreamweaver and create an initial site structure. This involves creating new Web pages and linking them together. Dreamweaver makes this easy by providing a Site Map feature that allows you to see the organization of your Web pages. Dreamweaver also lets you coordinate the work of multiple authors on your Web site by using Design Notes and Dreamweaver's Check In/Out feature.

## *Step 5*

# CREATE YOUR PAGES

### **Featuring:**

- Overview of the Dreamweaver Interface
- Opening, Creating, and Saving Pages
- Working with Text and Hyperlinks
- Working with Images

**W**eb sites are made up of individual Web pages, and creating these pages is what comprises the bulk of Web site construction. “Step 5: Create Your Pages” introduces the Dreamweaver interface and then shows you how to add text and images to your Web pages, create hyperlinks, and modify Web page properties.

## **Overview of the Dreamweaver Interface**

The Dreamweaver program has two main windows: the Site window and the Document window. “Step 4: Create Your Site” introduced the Site window, where you can manage all aspects of your local and remote sites. Now we take a look at the Document window, as shown in Figure 5-1.

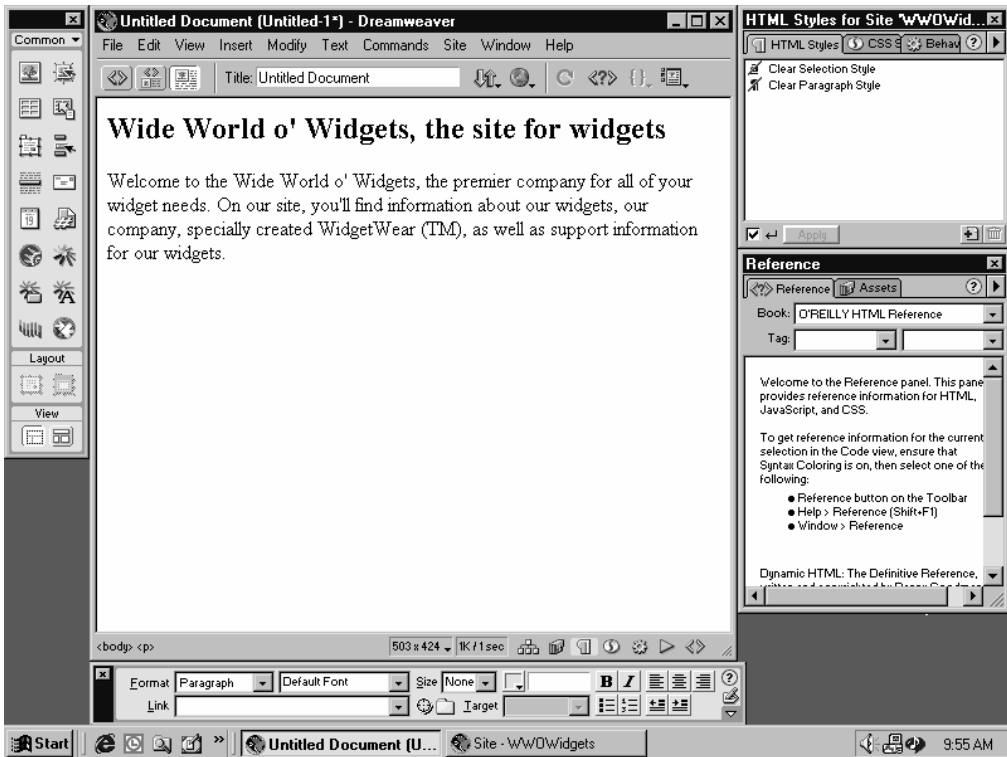


Figure 5-1 The Dreamweaver Document window.

Dreamweaver is a so-called WYSIWYG (What You See Is What You Get) Web page editor. This means that when you create a Web page in Dreamweaver, the way the content appears in the Document window is almost identical to how it will look in a Web browser.

The following sections detail the essentials of using the Document window's menus, toolbar, the unique Tag selector, the status bar, and various floating palettes. Because Dreamweaver's interface is significantly different from most other business software applications, we strongly recommend that you review the following sections to get a better feel for how to use Dreamweaver.

**NOTE** *The interface of Dreamweaver 4 matches that of other current Macromedia products such as Fireworks, Flash, and Director. If you're familiar with any of these programs, you'll feel comfortable with Dreamweaver 4 right away.*

# Introducing Dreamweaver's Menus

Dreamweaver makes heavy use of its menus—more so than most other modern programs you're likely to use. Because of this, and the fact that Dreamweaver's menus are different from those other programs, we briefly describe them here:

- The File and Edit menus are similar to those in any Microsoft Windows program—use them to open and save pages, undo actions, copy and paste objects, and locate text in your pages.
- The View menu controls what kinds of content Dreamweaver displays within the Web pages you work in and other aspects of the Web-page-creation process—for example, you can toggle background grids and rulers here.
- The Insert menu provides a comprehensive list of objects that you can insert on your Web page.
- The Modify menu is similar to other programs' Format menu—use it to alter the properties of any object in your Web page (or use the Property inspector).
- The Text menu is concerned with everything having to do with text on your Web pages (except for hyperlinks, which are best modified using the Property inspector).
- The Commands menu contains specially created commands that extend the capabilities of Dreamweaver, such as the Clean Up Word HTML and Optimize Image In Fireworks (which requires Macromedia Fireworks) commands. You can also easily create your own commands using the History palette or download new commands from the Dreamweaver Exchange Web site (choose the Help menu's Dreamweaver Exchange command).
- The Site menu contains commands that you can use to work with your Web site. For more information on managing your Web site, see “Step 4: Create Your Site” and “Step 7: Deploy Your Web Site.”
- The Window menu differs from most typical Window menus—besides allowing you to switch between open pages, the Window menu is where you turn on or off all floating palettes (which are discussed later).
- The Help menu offers access to the Help system, three reference books, and Dreamweaver-related Web sites. Several useful animated tutorials are also available in Dreamweaver's Help system to assist you with different parts of Dreamweaver.



## The Toolbar

Dreamweaver 4 now includes a small toolbar that you can use to change the Document window view, change a Web page's title, and access several useful settings, as described below:

- Use the Code View and Design View buttons to choose between working directly with the HTML code for your page or working in strict WYSIWYG Design view.
- Use the Show Code And Design View button to display a split screen view of your page—displaying both the HTML code and Dreamweaver's standard Design view, as shown in Figure 5-2. This is an easy way to learn how HTML code works.

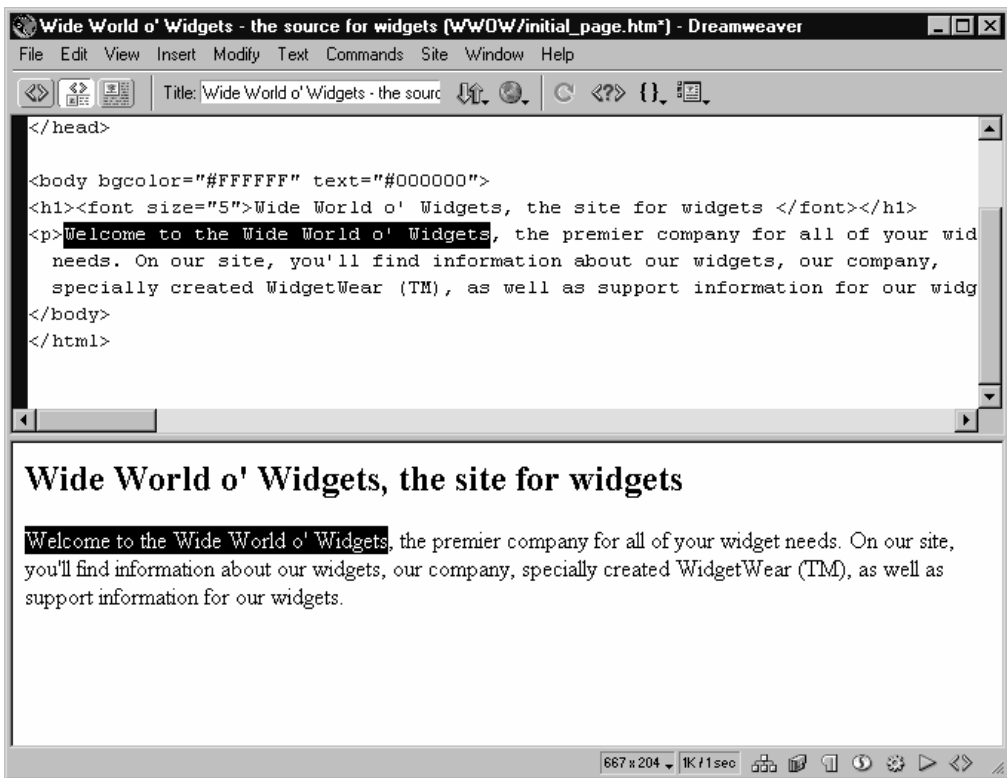


Figure 5-2 Displaying a Web page in the split-screen Code view.

- Use the Title box to enter a title for your Web page.
- Use the Preview/Debug In Browser button to preview the current page in a Web browser.
- Use the View Options button to control visual aids, such as rulers and grids.

## The Tag Selector

The Tag selector, located on the left side of the status bar, as shown in Figure 5-3, is an extremely useful tool for making selections in a Web page quickly and precisely.

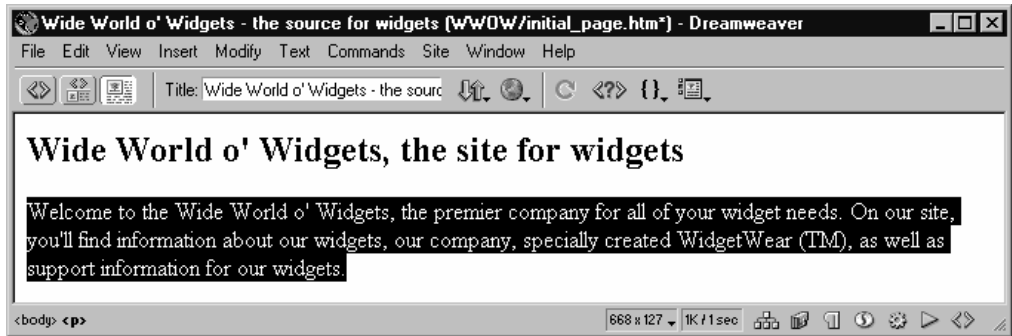


Figure 5-3 Selecting a paragraph using the Tag selector.

The following list describes Tag selector functions:

- Click a tag to select all the content within that tag. (If you're unfamiliar with tags and how they work, see "Appendix B: An Introduction to HTML.")
- Place the cursor anywhere in a Dreamweaver Web page to display in the Tag selector the HTML tags associated with the current cursor location. The tags are displayed left to right, ranging from general to specific.
- When you click a tag, Dreamweaver immediately selects everything on the page within that particular tag. For example, clicking `<body>` would select the entire page, while clicking `<h1>` would select only the particular heading where the cursor is located. Tags are hierarchical; consequently other headings aren't selected because Dreamweaver treats them as if they are in a different branch of the tree.

## The Rest of the Status Bar

The status bar in the Dreamweaver Document window contains a number of other useful functions in addition to the Tag selector, as described below:

- The current size of the Document window is displayed to the right of the Tag selector, which is helpful when trying to target your Web pages to different screen resolutions (see "Step 6: Polish Your Pages").

- To select a window size that matches a typical screen resolution, click the Window Size display. Choose the screen resolution you want from the pop-up menu, as shown in Figure 5-4. Dreamweaver resizes your window to match the selected size.

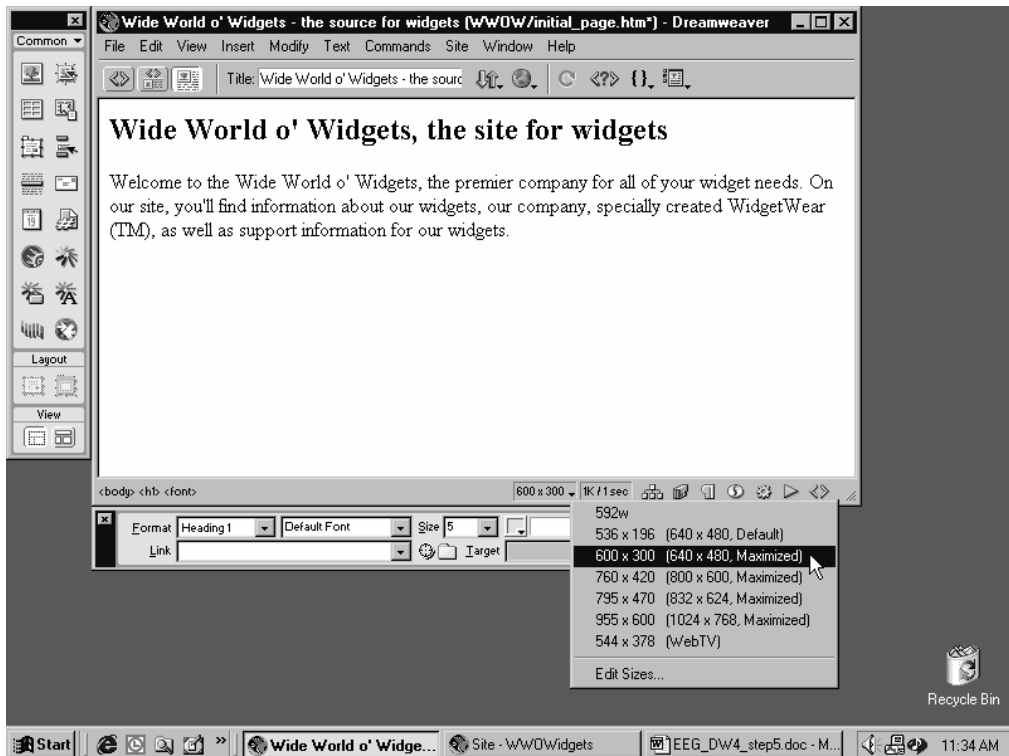


Figure 5-4 Resizing the Document window to match visitors' screen sizes better.

**NOTE** *Dreamweaver adjusts its window size to match the typical viewable area that visitors will have in their Web browsers when viewing your page. For example, if a visitor has her monitor set to 800x600 resolution and her Web browser window is maximized (filling the screen), typically only a 760x420 resolution will be available for viewing pages, after accounting for the Web browser's menu bar, status bar, and toolbars.*

- The current size of the open Web page is displayed to the right of the window size display along with the estimated amount of time required to download the page using a 28.8Kbps modem. In general, no Web page you create should take longer than 30 seconds to download over a 28.8Kbps modem. Keep an eye on this indicator while you make your Web pages, and if they get too big, delete some images or reduce the size of the images.

**TIP** To change the display to show a different connection speed, choose the Edit menu's Preferences command, select Status Bar from the Category list in the Preferences dialog box, and then select a speed from the Connection Speed box. To create your own download speed—such as 42Kbps, a typical speed for most 56Kbps modem connections—enter the speed directly in the Connection Speed box.

- On the far right side of the status bar is a series of buttons that open the various Dreamweaver floating palettes. Table 5-1 shows the buttons as they appear from left to right and describes which palette or interface element they display. Each palette is discussed in more detail in the following sections.








BUTTON	BUTTON NAME	DESCRIPTION
	Show Site	Opens the Site window.
	Show Assets	Displays the Assets floating palette.
	Show HTML Styles	Displays the HTML Styles floating palette.
	Show CSS Styles	Displays the CSS Styles floating palette.
	Show Behaviors	Displays the Show Behaviors floating palette.
	Show History	Displays the Show History floating palette.
	Show HTML Source	Displays the HTML source editor.

Table 5-1 The palettes available from the status bar.

## Floating Palettes

Floating palettes are the heart of the Dreamweaver Document window. You use floating palettes to insert images, position elements using layers or tables, reuse chunks of text or images throughout your Web site, selectively undo or redo actions, and change the properties of items on your pages.

We discuss individual palettes throughout this book as they apply to the task at hand; to use palettes, refer to the following list:

- To display a palette, either click its button on the status bar or select it from the Window menu.
- To move a palette, click the blue title bar of the palette and drag it to a new position.

- To resize a palette, move the cursor over an edge until it turns into a dual-sided arrow and then drag the edge out or in.
- To close a palette, click the small X in the corner of the palette.
- To remove tabs from a floating palette, drag them out of the palette and then close the new palette that is created.
- To combine palettes, open both palettes and then drag the tab you want into the palette that you want to keep. Click the tab that you want to work with to display it within the single floating palette. Figure 5-5 shows a palette created by adding the History and Layers tabs to the Reference and Assets floating palette.

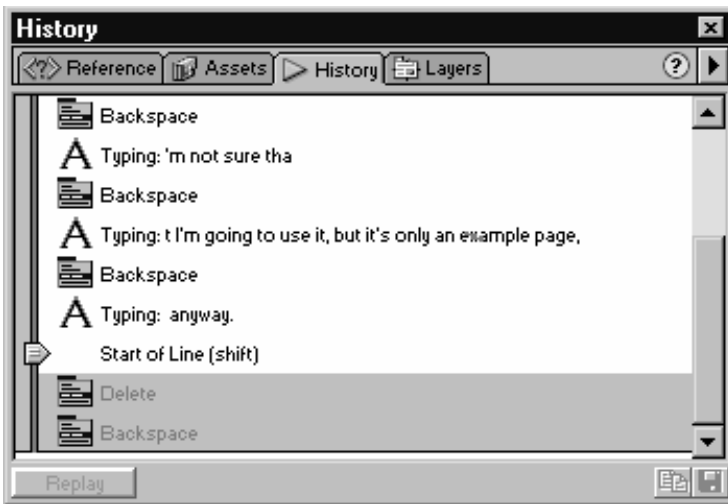


Figure 5-5 Combining floating palettes to suit your work style.

## Opening, Creating, and Saving Pages

The basics of working with files in Dreamweaver's Document window are much the same as working with files in any other Windows program. Opening pages, creating new pages, and saving pages all work as you expect them to, so you might be tempted to skip this section. Don't. At the very least, read the information on saving Web pages.

## Opening, Closing and Creating New Pages

You open and close Web pages in Dreamweaver in the same way that you open and close a file in any other Windows program.



## Saving Web Pages

As soon as you create a Web page in Dreamweaver—before you even add content to it, you should save it. Many Dreamweaver features will work only after you’ve saved the page. Additionally, after saving a page, you can postpone adding content if you like.

To save your Web page, first enter a title for the page in the Title box on the toolbar and then choose the File menu’s Save As command. Select the folder you want to use, and enter the name of your file in the File Name text box, as shown in Figure 5-8. Click the Save button when you’re finished.

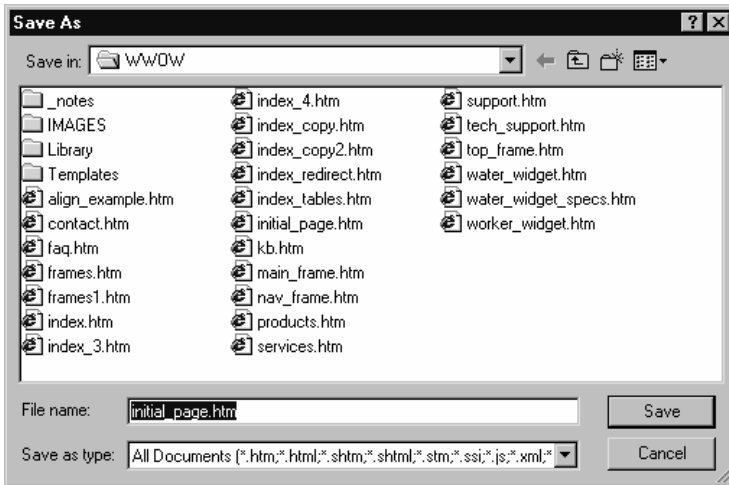


Figure 5-8 Using the Save As dialog box to save your Web pages.

**TIP** *Even though Dreamweaver will let you create a Web page with spaces or uppercase letters in its filename, don’t use them. Filenames with spaces or uppercase letters may never cause problems if you stick with a Web hosting company that uses Windows 2000 or Windows NT Web servers, but if you move to a Unix-based Web server at some point, you could end up in big trouble. Unix handles spaces and capitalization much differently from Windows, and this minor naming difference could cause your entire Web site to break.*

## Previewing Web Pages

Generally, the Web pages you create in Dreamweaver will display in a Web browser almost identically as they do in Dreamweaver, but it is important to frequently double-check this, especially since different Web browsers do display pages a bit differently.

To preview a page in a Web browser, click the Preview In Browser toolbar button and then select a browser from the pop-up menu. This opens a new browser window with your page displayed in it.

**TIP** *To add browsers to the list of browsers with which you can preview pages, choose the Edit Browser List command from the pop-up menu and then click the plus sign to locate an additional browser.*

## Working with Text and Hyperlinks

Text is still the heart of most good Web pages, providing a clear and concise means of communicating to your visitors. Web pages that consist largely of text download quickly and search engines can index their content easily. (Images don't index well in search engines.)

### Importing Text

Having text that you can import directly into Dreamweaver rather than having to retype it is the ideal situation. Dreamweaver provides support for importing text saved in the HTML file format or as plain text. Dreamweaver also provides special support for importing tables and HTML files created using Microsoft Word.

### Importing HTML Files

The best way to import text into Dreamweaver is to first save it as an HTML file using whatever program you created it in, and then open this file in Dreamweaver and move the text into the Web page where you want to place it. To do so, follow these steps:

1. Choose the File menu's Open command.

This displays the Open dialog box, as shown in Figure 5-9.



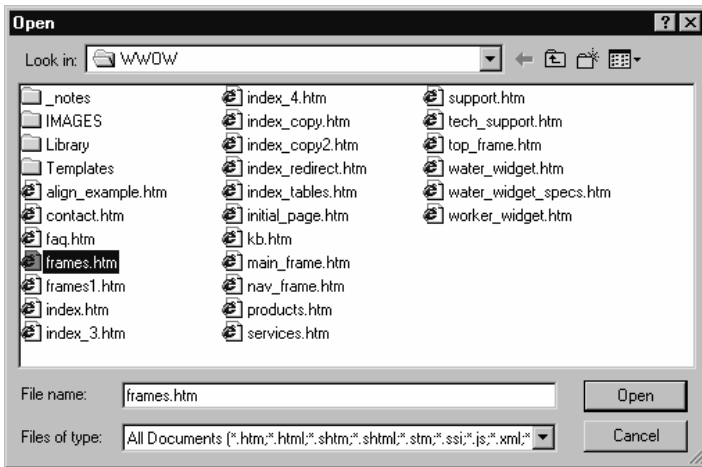


Figure 5-9 Opening an HTML file.

## 2. Locate your central content folder.

Select the drive where your central content folder is located from the Look In drop-down list box. Navigate to your central content folder by double-clicking folders to open them. When you find it, double-click it to view the contents of the folder. (If the file is located elsewhere, open the appropriate folder.)

## 3. Choose the file type you're looking for.

Select the type of file you want to import from the Files Of Type drop-down list box, or select All Documents from this box if you're unsure.

## 4. Select the file you want to import, and click Open.

Dreamweaver opens the file in a new Document window, as shown in Figure 5-10.

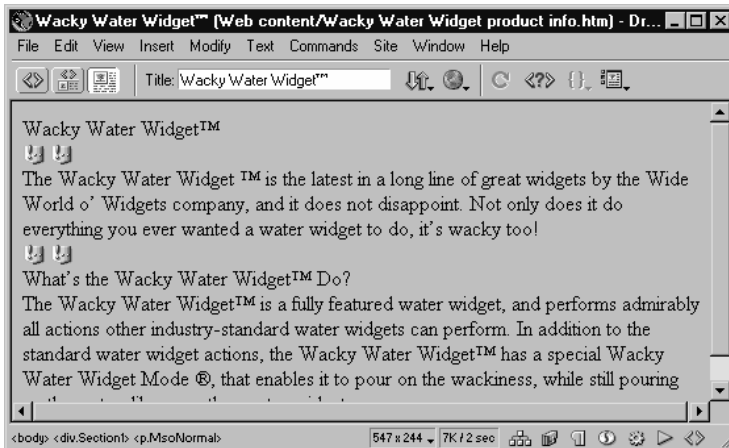


Figure 5-10 Opening an HTML file in Dreamweaver.

## 5. Work with the text.

Edit the page as you would any other Web page. To place the text in a different Web page, select the text, press Ctrl-C to copy it, open the page in which you want to insert the text, position the cursor where you want to insert the text, and press Ctrl-V.

## Importing HTML Files from Microsoft Word

Dreamweaver has a special command for importing Microsoft Word documents saved in HTML format that opens the HTML document and removes a large amount of unnecessary code that Word places in the page. To use this command, follow these steps:

### 1. Use the Import Word HTML command.

To do so, choose the File menu's Import command and then choose Import Word HTML from the submenu. The Select Word HTML File To Import dialog box is displayed, as shown in Figure 5-11.

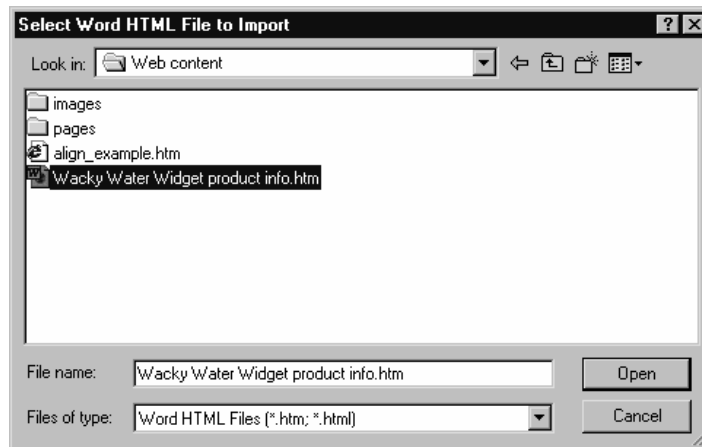


Figure 5-11 Importing an HTML file created with Word.

### 2. Locate your central content folder.

Select the drive where your central content folder is located from the Look In drop-down list box. Navigate to your central content folder by double-clicking folders to open them. When you find it, double-click it to view the contents of the folder. (If the file is located elsewhere, open the appropriate folder.)

### 3. Select the file you want to import, and click Open.

Dreamweaver displays the Clean Up Word HTML dialog box, as shown in Figure 5-12. Verify that the correct version of Word is selected (Dreamweaver automatically detects the file type), and then click OK.

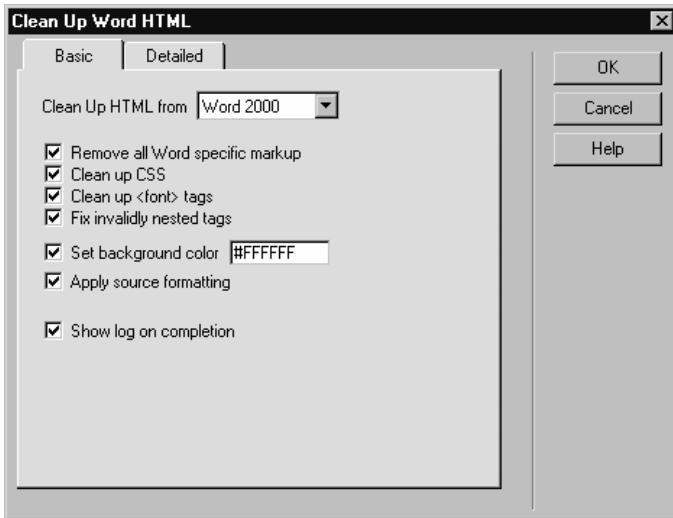


Figure 5-12 The Clean Up Word HTML dialog box.

#### 4. Work with the text.

Dreamweaver opens the file in a new Document window. You can edit the page as you would any other Web page. To place the text in a different Web page, press Ctrl-C to copy it, open the page in which you want to insert the text, position the cursor where you want to insert the text, and press Ctrl-V.

**NOTE** *When you move text from a Word-created HTML file into another Web page inside Dreamweaver, Dreamweaver strips out Word's special CSS style information. This allows you to format the text better; however, it also results in the loss of some of the text's original formatting information. If you want to strip out this style information without moving the text, making it easier to format the text, choose the File menu's Convert command and then choose 3.0 Browser Compatible from the submenu. See "Step 6: Polish Your Pages" for more information.*

## Importing Plain Text

If you can't import the text you want as an HTML file, the best way to get the text into Dreamweaver is to open the text in a program that can read the text file and then copy and paste it into your Dreamweaver Web page. To do this, follow these steps:

## 1. Open the document in its native application.

Open the text in the application that created it or another application that can read it. Figure 5-13 shows an e-mail message opened in Microsoft Outlook.

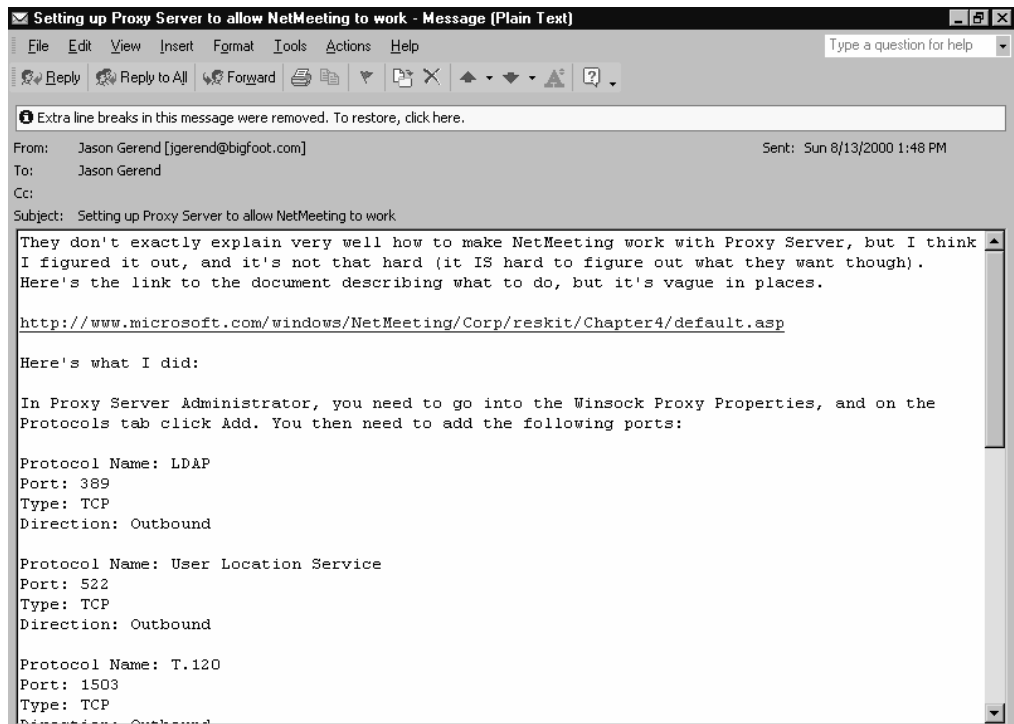


Figure 5-13 Importing text from an e-mail message.

## 2. Copy the text.

Select the text you want to import, and press Ctrl-C.

## 3. Paste the text in your Web page.

Open the Web page in Dreamweaver in which you want to place the text, place the cursor where you want to insert the text, and press Ctrl-V. Dreamweaver inserts the text, without any formatting, as shown in Figure 5-14. You may need to go in and format the text as appropriate for your Web page.

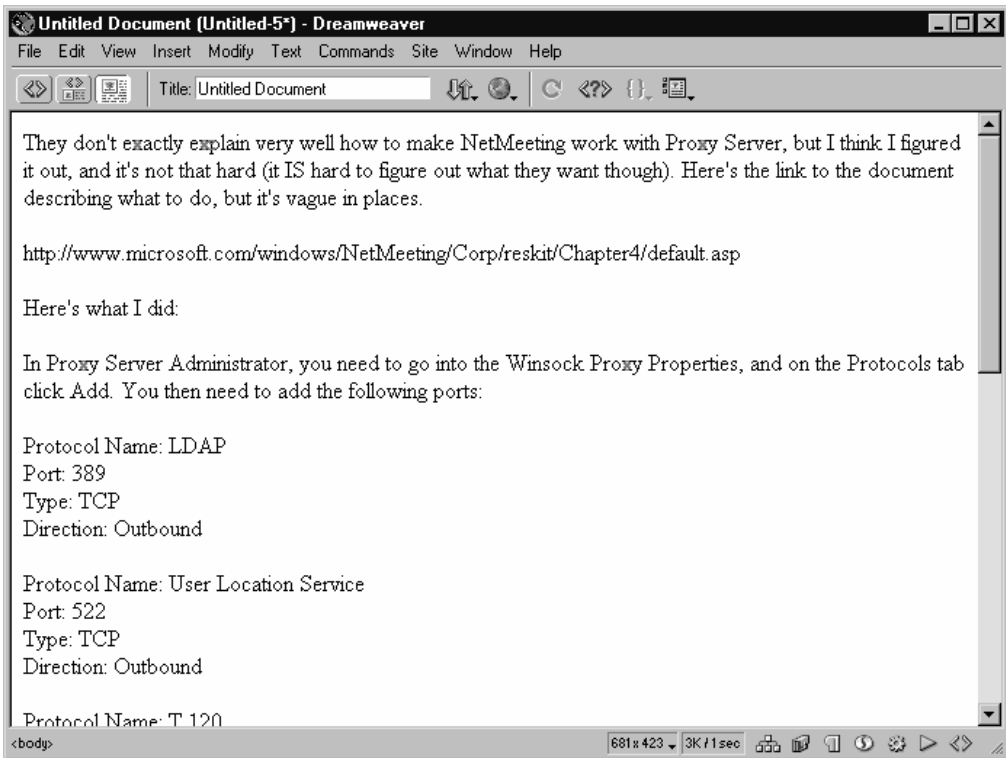


Figure 5-14 Importing an e-mail message converted to plain text.

## Importing Tables

If you want to import a table from a spreadsheet or other program into a table in a Dreamweaver Web page, you can use the spreadsheet program's Web page export capabilities (if available), and then treat the Web page like any other you want to import. You can also save the table into a text file and use Dreamweaver's Import Tabular Data command to import the data into a new Web page as an automatically created table.

To import a table from a spreadsheet program, follow these steps:

1. **Save the data as a text file.**

In your spreadsheet program, save the table as a text file, as shown in Figure 5-15, preferably using tab delimiters (comma-separated values [.csv files] and other delimiters work also).

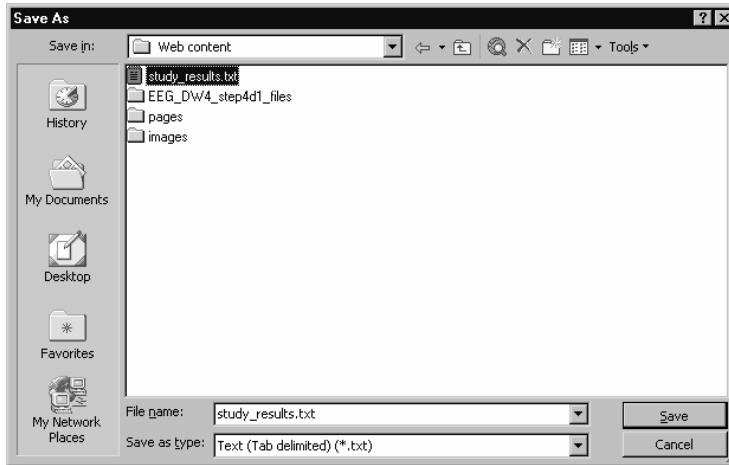


Figure 5-15 Saving a table as a tab-delimited text file.

## 2. Import the table into Dreamweaver.

In Dreamweaver, position the cursor where you'd like to insert the table, choose the File menu's Import command, and then choose Import Tabular Data from the submenu.

## 3. Select the file to import.

In the Import Table Data dialog box, shown in Figure 5-16, click the Browse button to specify the file you want to import. Use the Delimiter drop-down list box to specify which character separates columns in the table. Specify any other table characteristics, and then click OK. Dreamweaver inserts the table in your Web page.

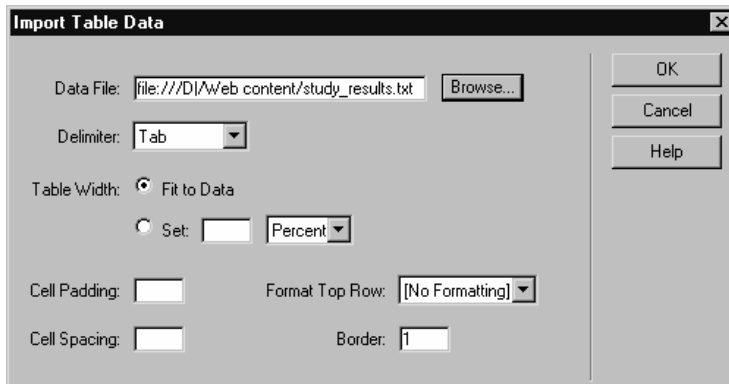


Figure 5-16 Importing a table into Dreamweaver.

# Entering and Formatting Text

Entering text in Dreamweaver works much the same as it does in a typical word processor. Click in the location where you want to add text, and type the text.

Formatting text in Dreamweaver works a little differently from most word processors—all formatting is done using the Text menu or using the Property inspector floating palette, as shown in Figure 5-17. To format text, select it and then use the Property inspector to change the formatting, as described in the list below.

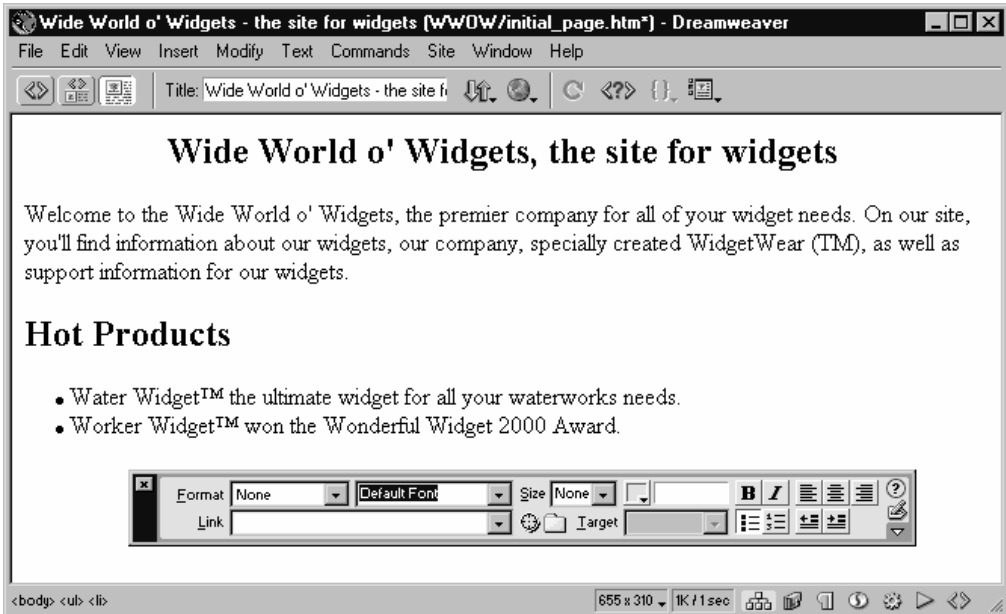


Figure 5-17 Using the Property inspector to format text.

- To change the style of text—for example, to make the text into a heading—select the text and choose the style you want from the Format drop-down list box on the Property inspector.
- Use the Bold and Italic buttons to boldface or italicize the selected text.
- Use the Align Left, Align Center, and Align Right buttons to change the alignment of the selected paragraph.
- Use the Unordered List and Numbered List buttons to make bulleted or numbered lists.

- To increase or decrease the indentation of the text, click the Text Indent or Text Outdent toolbar buttons.
- Choose the Text menu's Check Spelling command to check your Web page for spelling errors. The rest of the typical text-formatting tools are also here, and quite easy to use.
- To change the font, select the text and choose the font you want from the Font drop-down list box. The available fonts are relatively common across different computers and alternative fonts are indicated in case the specified font is unavailable.
- To change the font size, select the text and then choose the font size from the Size drop-down list box.

**NOTE** *Font sizes in Web pages are relative—unless you use CSS styles, the best you can do is make the font “bigger” or “smaller.” There are seven font sizes; the default is size 3. Choosing size 1 or 2 makes the text smaller, anything over 3 makes the text bigger. Numbers with a plus (+) or minus (-) sign are relative to the default size.*

- To change the color of the selected text, click the Text Color box on the Property inspector and choose a color from the pop-up menu.
- To apply a professionally designed color scheme, which sets the background color, text color, and hyperlink color, choose the Commands menu's Set Color Scheme command and choose a color scheme. Color schemes don't override CSS styles.

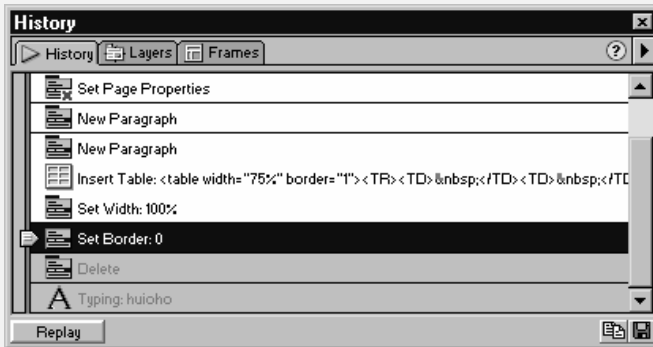
**WARNING** *When you change a style's formatting using the Property inspector, you prevent a CSS style sheet from modifying the attributes you change. This is relevant only if you are using CSS styles—a specialized tool for making text on your Web pages consistent in appearance. To change the font, font size, or font color for text on your Web pages, we recommend using an external CSS style sheet, as discussed in “Step 6: Polish Your Pages.”*



## Undoing Things—Using the History Palette

You can use the History palette as an enhanced Undo and Redo tool, and you can even use it to record commands. The following list describes some of the things you can do with the history palette:

- Undo recent actions by dragging the small slider on the left side of the window up until all commands you want to undo are grayed out, as shown below. You can only undo and redo contiguous actions—you can't selectively undo actions.



- Drag the slider back down to redo the functions you undid.
- To perform a step or series of steps again on a different object, select the new object, select the steps in the History palette you want to repeat, and then click the Replay button in the palette.
- Select steps and then click the Save button to save these steps to a new command that you can then access later from the Commands menu. This is a tremendous way to save time on tasks that you perform often.

## Do's and Don'ts of Web Writing

Writing effective copy is just as important on the Web as it is in print. Good writing clearly conveys your message to your visitors, doesn't call attention to itself, and establishes a tone for your Web site. Here's a list of Do's and Don'ts when writing copy for the Web.

### Do

- Keep your copy tight. Conciseness is power, and short and clear sentences are easier to digest than longer sentences with too many ideas.

- Use a lively tone. Contrary to what many Web marketers say, your Web site shouldn't use a flat, serious tone, unless absolutely necessary.
- Use the active voice. Instead of saying simply that something happened, state who performed the action. For example, instead of "The prestigious Widget of the Year Award was won by the WaterWidget™," try "The WaterWidget™ won the Widget of the Year Award."
- Make a call to action. Instead of "Click here to select product," try "Buy." Also try enticing visitors with special offers, such as "For a limited time, purchase a WaterWidget™ and we'll throw in a WackyWidget™ free!"
- Write good headlines. Newspaper and magazine editors write headlines to call attention to their content and so should you.
- Tell a story or include a testimonial about your product. Both increase the interest factor, and can enticingly convey good information about your product or service.
- Make consistent use of styles. Using styles standardizes the look of text across pages on your site. Use the Paragraph style for most text, use Heading 1 for the page or Web site title, and Heading 2, 3, etc. for subsequent headings. If the styles don't look the way you want, use an external CSS style sheet to modify them.

## Don't

- Use the spacebar or Tab key to position text. If you want text indented, use the Increase Indent toolbar button or use a table, as discussed in a later section and in "Step 6: Polish Your Pages."
- Press the Enter key at the end of a line—only at the end of a paragraph. If you press Enter at the end of every line, the lines will be of uneven length when displayed on a different-size monitor or in a different-size window. To manually create a new line within the same paragraph, press Shift-Enter—this is called a line break and uses the <br> HTML tag.
- Use clichés. They're by definition overused and tired—let them rest in peace.
- Use hyperboles, unless it's used to lighten up the writing. Every Web site can't be "the best widget shop on the Web," so don't make meaningless assertions.
- Be overly pushy. Web visitors are *coming to you*, so making a hard sell is unnecessary, and probably undesirable. Provide the information visitors are looking for, and let them do the rest.

- Manually change font, font size, or color, unless you're prepared to do so identically on all pages. To maintain consistency, stick to the default styles (Heading 1, 2, 3) or modify the styles using an external CSS style sheet.

## Creating Hyperlinks

A hyperlink is a piece of text or an image that when clicked takes the visitor to another page, image, or file. Hyperlinks are one of the most useful features of Web pages. They allow visitors to easily access information they're seeking and provide a way for visitors to access related information they might not have otherwise sought.

Although hyperlinks are indispensable tools, they are not without hazard. Hyperlinks leading to other Web sites can quickly take visitors away from your site, something that you need to be careful about. In general, placing a hyperlink in a document is an invitation for visitors to follow the link, so place links only when you want to lead visitors elsewhere.

**TIP** *If you want to include references to related information but don't want to explicitly send visitors away from the current page, make a related information column or section of the page with links to other pages and sites with more information.*

## Standard Hyperlinks

To create a hyperlink, follow these steps:

1. **Select the text or image.**
2. **Specify what page to link to.**

To do this, type the file's address in the Link text box on the Property inspector or click the folder icon to display the Select File dialog box, as shown in Figure 5-18. Select the file to which you want to link, and click Select. The most recently created hyperlinks can be quickly reused by selecting them from the Link drop-down list box on the Property inspector.

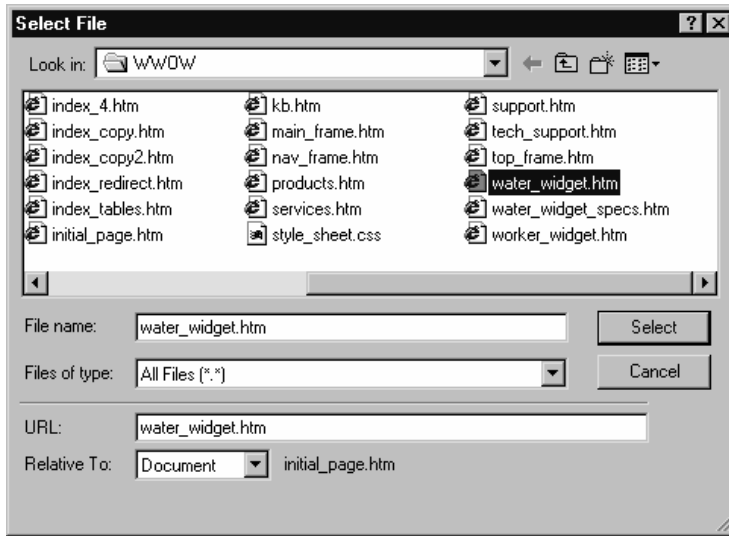


Figure 5-18 Creating a hyperlink.

**TIP** *Creating effective text for hyperlinks can be an art unto itself, but in general, all you need to do is make the linking text short and descriptive. There's no need to include the words click here—this instruction is implicit. For example, use [widgets](#) instead of [click here for widgets](#).*

## E-Mail Hyperlinks

To make a hyperlink to an e-mail address, follow these steps:

1. Click the **Insert Email Link** button on the **Objects** palette.
2. Enter the text to display.

In the **Insert Email Link** dialog box, shown in Figure 5-19, enter the text you'd like to appear in the Web page.

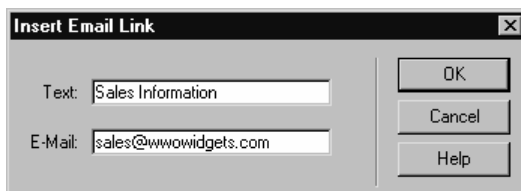


Figure 5-19 Creating a hyperlink to an e-mail address.

3. Enter the e-mail address in the **E-Mail** box.

Click **OK** when you're finished.

## Hyperlinks Within a Web Page

If your page becomes much longer than can fit in one screen, you may want to use named anchors to make it easier for visitors to navigate the page. Named anchors are made by placing bookmarks in key sections of the page and then creating hyperlinks to those bookmarks. To create a named anchor, follow these steps:

### 1. Place the cursor where you want to insert a bookmark.

This will most likely be immediately before a key heading on your page or at the top of the page. (In this way visitors can quickly get to the top of the page without scrolling up.)

### 2. Create the named anchor.

Choose the Insert menu's Invisible Tags command and then choose Named Anchor from the submenu. You can also click the Named Anchor button in the Invisibles group of the Objects palette. (Click the Common heading in the Objects palette to select a different group of objects.)

### 3. Name the anchor.

In the Insert Named Anchor dialog box, shown in Figure 5-20, enter a short name for the anchor in the Anchor Name text box, and then click OK. Dreamweaver places a small yellow anchor icon onscreen to represent the named anchor. To delete the anchor, select it and press the Delete key. To move the anchor, drag it to a new location.

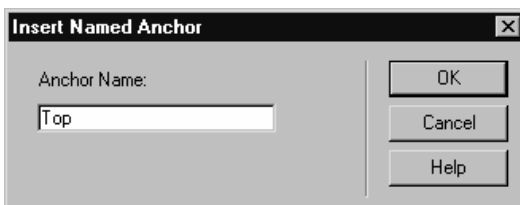


Figure 5-20 Creating a named anchor to permit in-page hyperlinks.

**TIP** Place your named anchor on the line above the heading or section to which you want to link. Doing this ensures that the heading won't end up partially off-screen.

### 4. Highlight the text you want to make into a link.

Enter some descriptive text at the top of your page, and select it.

## 5. Drag the Point To File icon to the named anchor.

Drag the Point To File icon (the small target icon located to the right of the Link box in the Property inspector) until the target pointer is over the named anchor to which you want to link, as shown in Figure 5-21. When you do this, Dreamweaver fills in the Link field with the named anchor's name, preceded by the pound (#) sign (which indicates the link is to a named anchor).

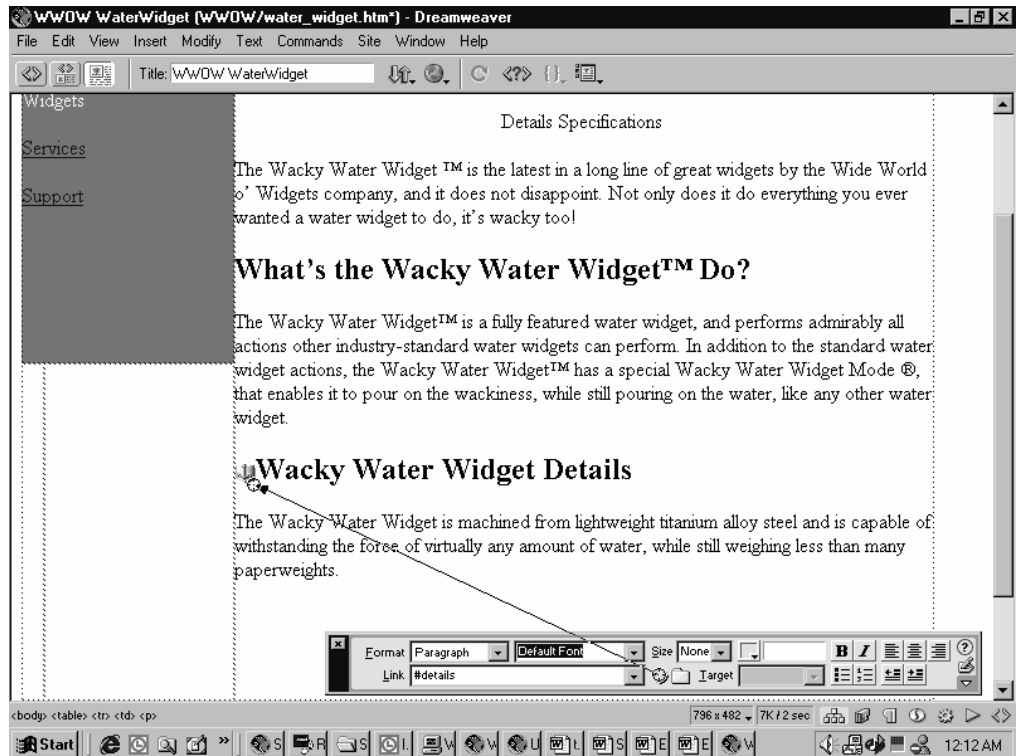


Figure 5-21 Linking to a named anchor by dragging the Point To File icon.

## Opening Links in a Different Window

Usually, when a visitor clicks on a hyperlink, you want the link to open in the same browser window. However, if it's a link to another company's Web site or somewhere outside your own site, you might want to make the link open in a new browser window so that your site remains open. To do so, follow these steps:

### 1. Select the link.

Select the hyperlink you want to open in a new window.

## 2. Specify the target window.

Select the window in which you want the link to open from the Target drop-down list in the Property inspector, as shown in Figure 5-22. Choose `_blank` to open the link in a new window—the other options are primarily for targeting different frames if your site uses them.

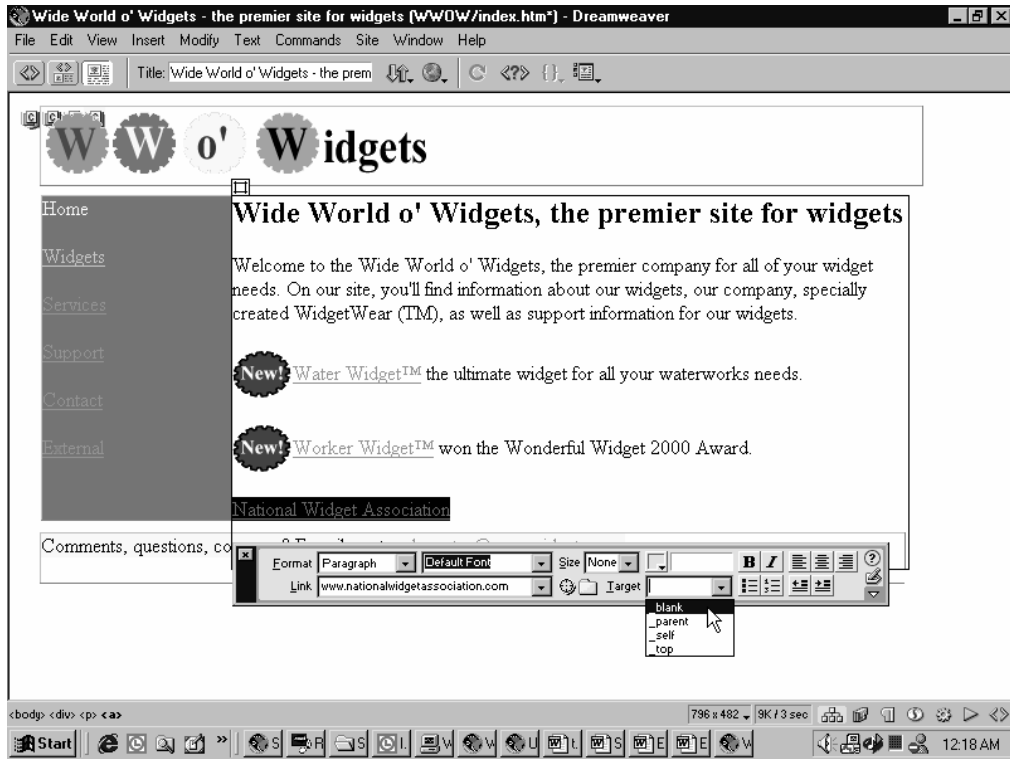


Figure 5-22 Making a hyperlink open in a new browser window.

## Working with Images

After text, images are the next most important element in a Web page. The following sections explain how to insert images, modify image properties (including size and spacing), and set alternative representations.

**TIP** To set a background image, choose the Modify menu's Page Properties command, click the Browse button next to the Background Image box, and select the image you want to use.

# Inserting Images

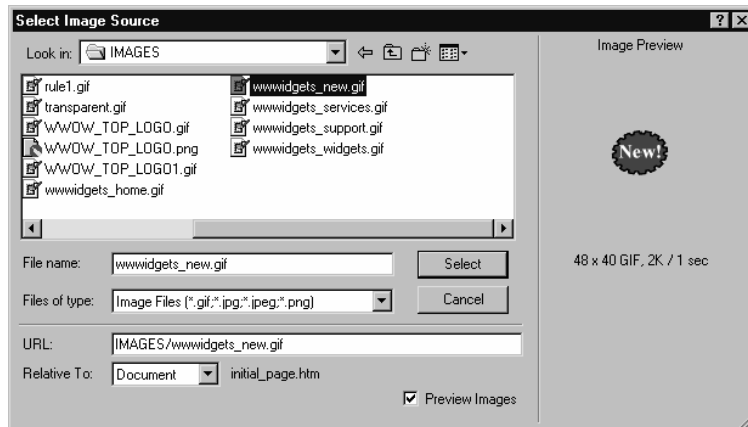
The easiest way to insert an image into a Web page is to use the Insert Image object on the Objects palette. To do this, follow these steps:

**1. Click or drag the Insert Image object.**

Either click the Insert Image object on the Objects palette to insert an image at the current cursor location or drag the Insert Image object to the location where you want to insert the image.

**2. Select an image.**

In the Select Image Source dialog box, shown in Figure 5-23, select an image to display a preview of it. When you've found the image you want, click Select. Dreamweaver inserts the image into your Web page.



**Figure 5-23** Selecting an image to insert.

**TIP** To insert a horizontal line—a visual divider used to separate content elements—position the cursor where you want to place the horizontal line and then click the Horizontal Line button in the Objects palette. To modify the horizontal line's properties, select it and use the Property inspector.



## Using the Assets Palette

The Assets palette, shown in Figure 5-24, displays all the different assets your site has. This is particularly useful for quickly finding images to insert in your pages.

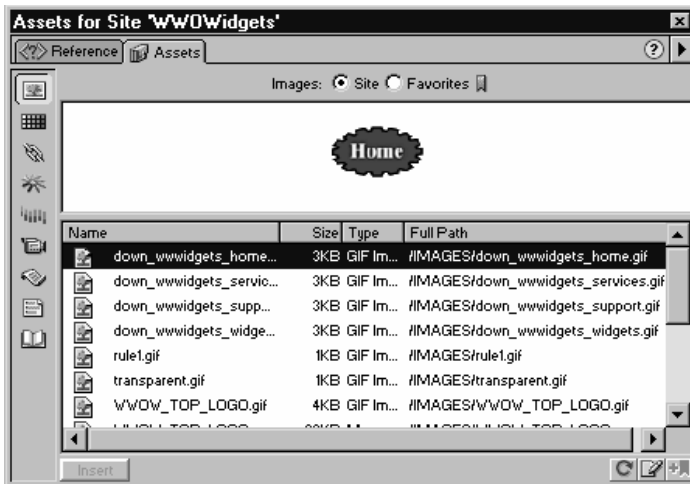


Figure 5-24 The Assets palette.

The following list describes some things you can do with the Assets palette:

- To view a different type of asset, click one of the asset type buttons along the left side of the Assets palette.
- To insert an asset into the current Web page, select it and click the Insert button.
- To add an asset to a list of favorite assets, right-click the asset and choose Add To Favorites from the shortcut menu.
- To view the assets in your Favorites list, click the Favorites option button at the top of the Assets palette, as shown in Figure 5-25. Note that separate Favorites lists are maintained for every asset type, so to find the images you added to the Favorites list, click the Images button.

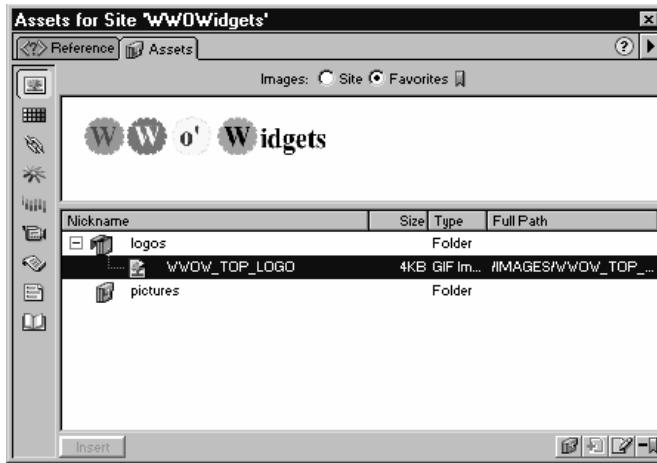


Figure 5-25 The Favorites view of the Assets palette.

## Resizing Images

Some images just won't be the right size for your Web page. In general, if the image doesn't fit properly on your page, you should resize it in a standalone image editor, such as Macromedia Fireworks.

You *can* resize images directly in Dreamweaver, but doing so only changes how large the image is displayed in a Web browser—the actual image file remains exactly the same size. This means that even if you reduce the size of an image in Dreamweaver, it will still take the same amount of time to download unless you resize the actual image file in a standalone editor.

There are circumstances, though, when it is appropriate to resize an image in Dreamweaver. For example, perhaps you've created an image to serve as a visual divider for the page—maybe a graphical horizontal rule or an image to delimit a column of a table. Instead of resizing the image file itself to fit the page, simply adjust the size in Dreamweaver to expand the image to fit the space you intend. This allows you to use a smaller image to fit a larger space, which lets the page download faster.

**TIP** *Keep in mind that you can only discard image information, not gain it; so try to increase the size of images on only one axis—the axis where the image simply repeats. An image that you enlarge too much on the wrong axis looks pixilated and unattractive. To see this in action, resize some images and look at them.*

To resize an image, follow these steps:

1. Select the image.
2. Resize the image.

Move the mouse over an edge of the image until the cursor turns into a dual-sided arrow, and then drag the outline of the image in or out to make the image smaller or bigger, as shown in Figure 5-26.

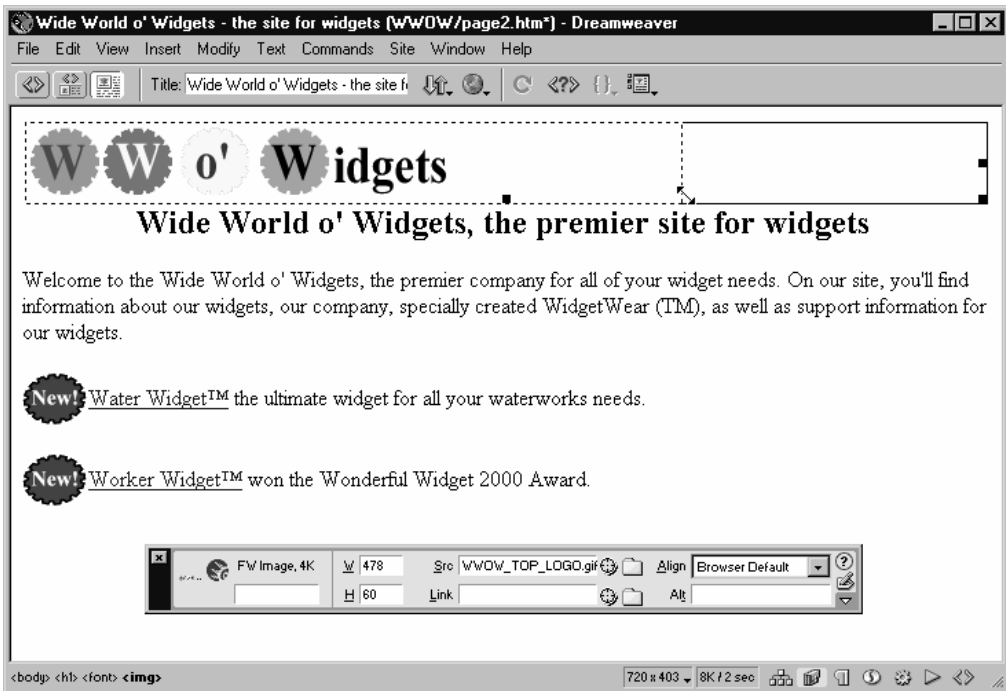


Figure 5-26 Resizing an image.

3. Optionally, resize the image precisely.

To precisely resize an image, select the image, and then enter a new size in the W and H (Width and Height) boxes of the Property inspector. The default unit is pixels—to make the image size relative to the size of the browser window (a good idea for horizontal rules and other simple, repeating graphics), enter the size in percentage by adding a percent sign after the size you enter. Clear the Keep Aspect Ratio check box if it's okay to distort the image by adjusting the height and width non-proportionally.

**NOTE** *In general, images shouldn't be sized by percent because they'll end up strangely distorted, the wrong size, or pixilated. Some exceptions are images used as horizontal lines and images used as visual dividers.*

## Adjusting Image Layout

To adjust how text is laid out with an image—for example, how it's aligned with the image and how much spacing is in between the image and the text, follow these steps:

1. Select the image.
2. Specify the alignment.

To specify how you want to align text adjacent to your image, choose an option from the Align drop-down list box on the Property inspector, as shown in Figure 5-27. Figure 5-28 shows a list of the alignment options.

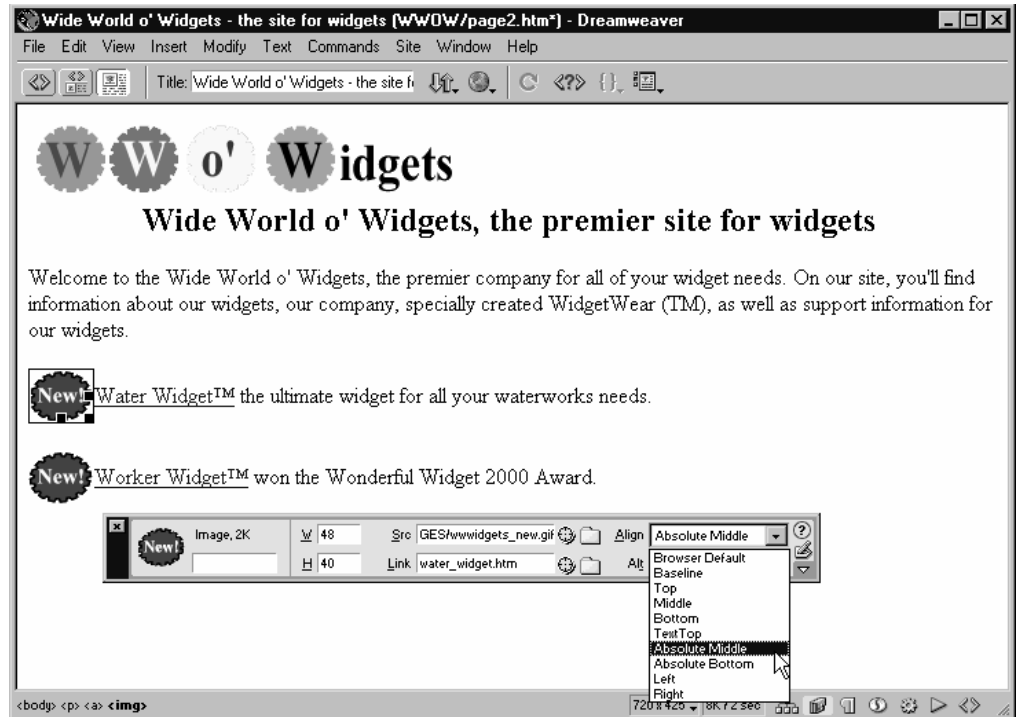


Figure 5-27 Specifying how text next to an image should be aligned.

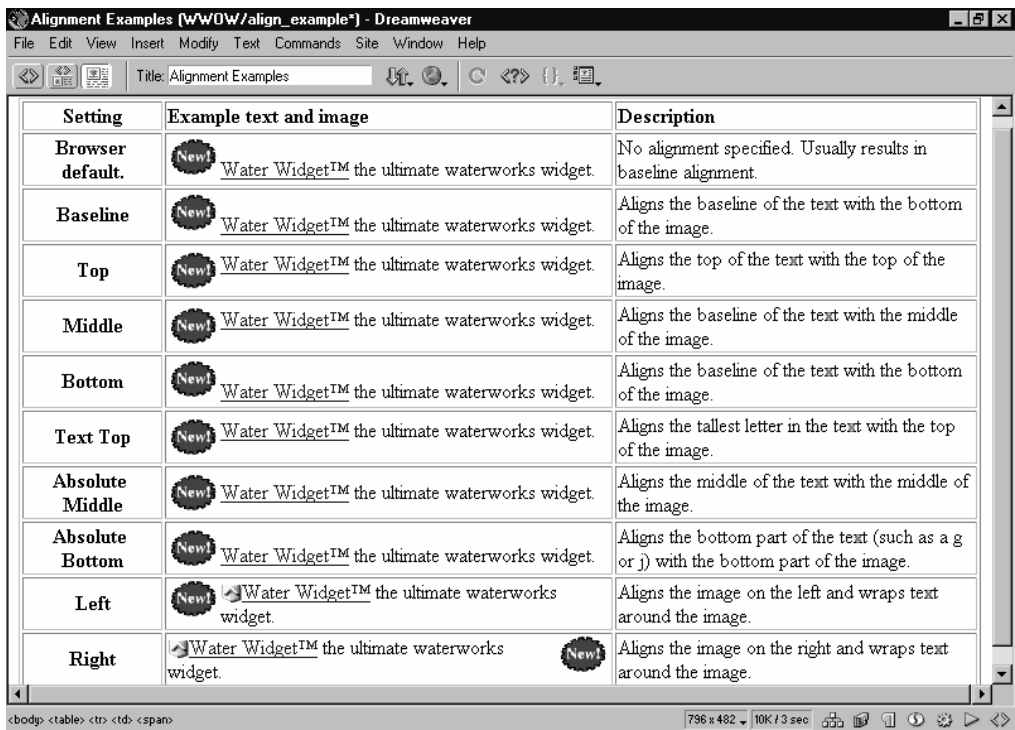


Figure 5-28 The different alignment options available.

### 3. Set the image spacing.

To control the amount of space between the image and whatever it's next to, click the down arrow in the lower right corner of the Property inspector to display the advanced image properties. Use the V Space and H Space boxes to control the amount of spacing (in pixels) on all sides of the image, as shown in Figure 5-29.

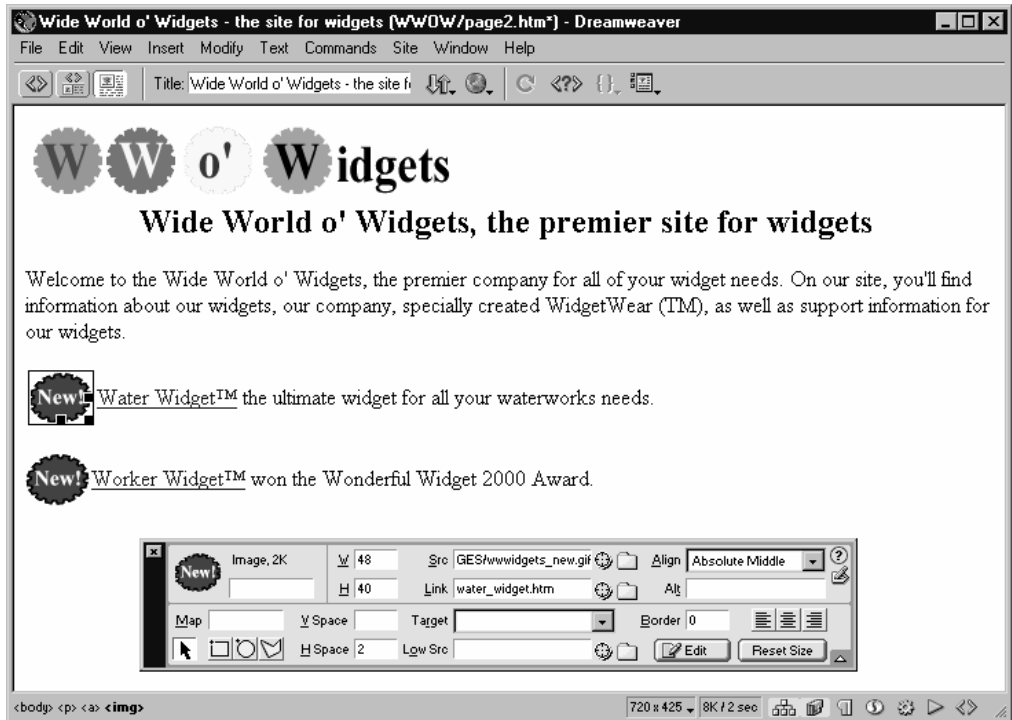


Figure 5-29 Changing the image spacing.

#### 4. Set the border thickness.

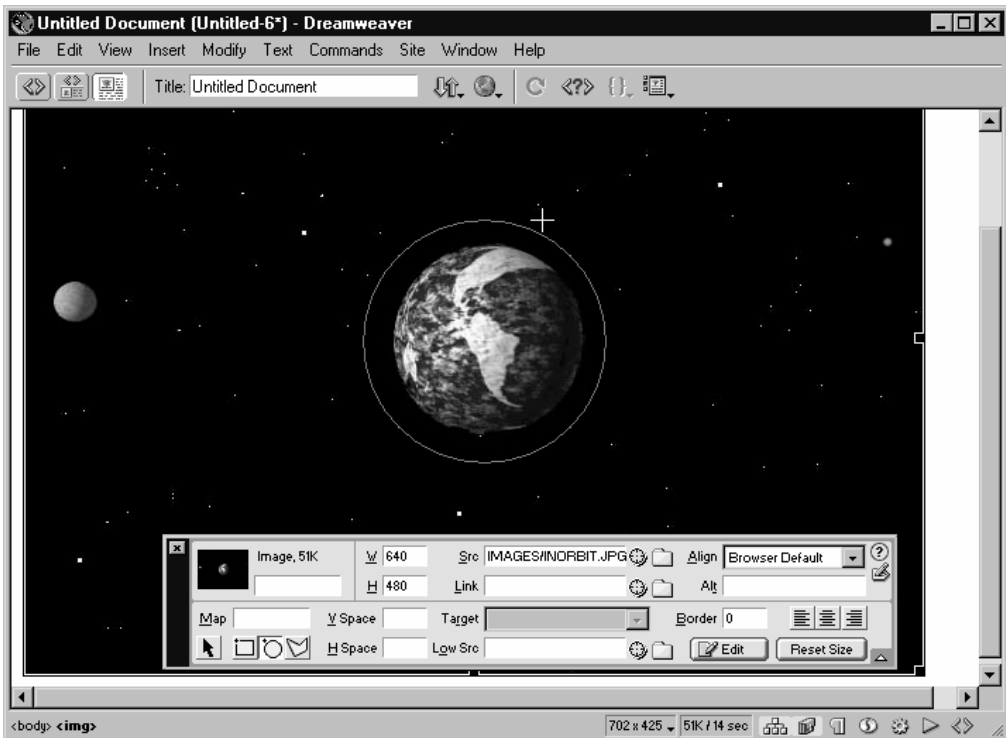
To add a border around the image, enter a border thickness in pixels in the Border box.

## Setting Alternative Image Representations

One way you can make a Web page more effective is to provide alternative text-based descriptions of your images. These descriptions display while images are loading (which on slow Internet connections can often take a while)—or they display in browsers that have images disabled—helping to make your Web site usable for a wider audience.

**TIP** *Setting alternatives is a good practice, but it is no substitute for creating pages that load quickly. In general, your Web pages should load in less than 30 seconds over a 28.8 connection. (See the page size and download time display on the far right end of Dreamweaver's status bar for an estimate of how long the current page will take to load.) For more help on optimizing your Web pages, see "Step 6: Polish Your Pages."*

To specify what your alternative text should be, select the image, and then in the Alt box on the Property inspector, enter the text you want visitors to see when they cannot see your image, as shown in Figure 5-30.



**Figure 5-30** Setting alternative representations for an image.

To specify a low-resolution image to display while the full-size image is loading, click the down arrow in the lower right corner of the Property inspector to display the advanced image properties, click the folder icon next to the Low-Src text box, select the image you want to display, and then click OK.

**TIP** *In general, don't worry about providing a low-resolution version of an image unless you have a very large image on a Web page. If this is the case, consider reducing the image size (create a thumbnail) and linking it to the full-size version for those visitors who might want to see the larger image.*

## Creating Image Maps

Image maps allow you to create multiple hyperlinks within a single image. Each hyperlink is assigned to a different region of the image called a hotspot. To create an image map, follow these steps:

1. Select the image.
2. Open the advanced properties.

Click the down arrow in the lower right corner of the Property inspector to display the advanced image properties.

3. Draw a hotspot.

Click the Square Hotspot, Oval Hotspot, or Polygonal Hotspot button on the Property inspector, and then click and drag inside the image, as shown in Figure 5-31.

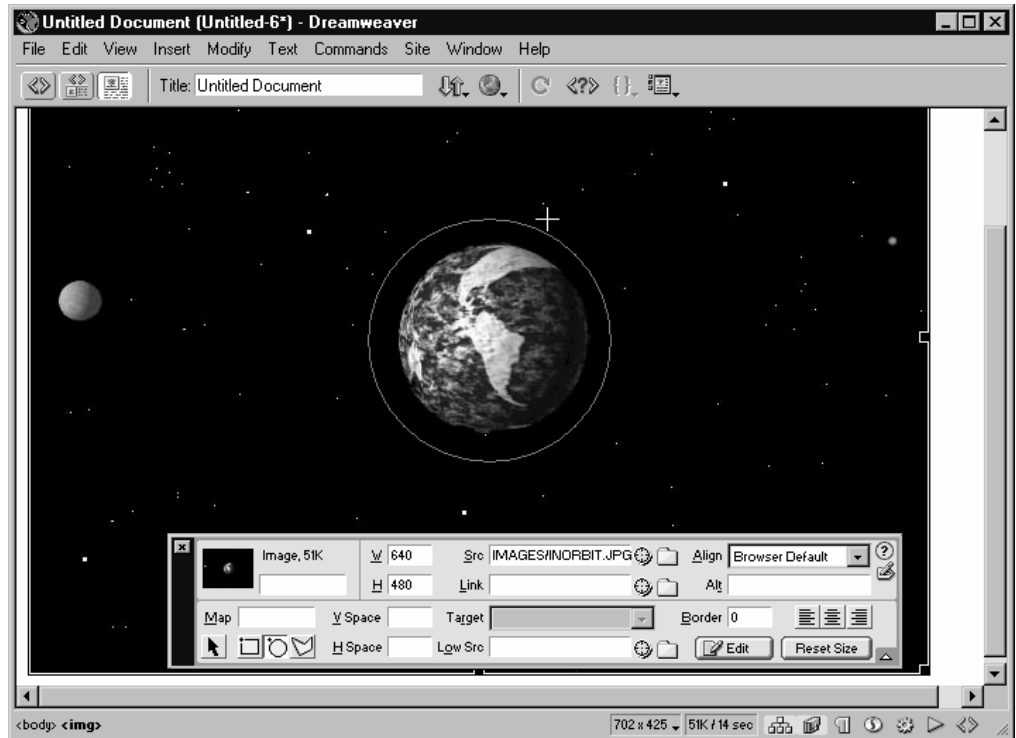


Figure 5-31 Creating the outline for a hotspot.



#### 4. Create the hyperlink.

Click the folder icon next to the Link box in the Property inspector to locate a Web page or file to which you can link the hotspot.

#### 5. Set the alternative text.

In the Alt box of the Property inspector, enter a short but descriptive name for the hotspot, as shown in Figure 5-32. This name will be used for browsers that display the Alt information in a small ToolTip when the cursor is moved over the hotspot.



Figure 5-32 Naming the hotspot.

**WARNING** *To accommodate visitors who use text-only browsers, either add text-based links to your page or create a link to a text-only version of the page.*

## Summary

“Step 5: Create Your Pages” explained the basics of Dreamweaver’s interface and also showed you how to create Web pages. The tasks involved in this process include creating and editing text and images, as well as creating hyperlinks.

## Step 6

# POLISH YOUR PAGES

### Featuring:

- Creating an Effective Home Page
- Advanced Web Page Layout
- Making Your Pages Look Consistent
- Ensuring Proper Display of Your Pages

To turn your basic Web pages into pages that will hold the interest of your visitors, you'll need to learn how to make an effective home page, how to make your pages look consistent, and how to create advanced Web page layouts using layers and tables. To help any visitors who may have trouble finding your site, you also need to know how to prepare your home page for search engines. "Step 6: Polish Your Pages" explains how to do these tasks.

## Creating an Effective Home Page

The home page (*index.htm* or *index.html*) is the first page visitors see. It acts as a summary of the entire Web site, serves as a navigational aid, and is used by search engines to determine how to catalog your Web site. As such, an effective home page should meet the following goals:

- Summarize the content of the Web site.
- Attract visitors' interest and attention.
- Show up prominently in search engines.

To make sure that your home page achieves all three goals, you want to choose the best content for your home page, make the page visually interesting, and prepare the page for search engines.

## Choosing the Best Content for Your Home Page

Because the home page is the first page visitors see when they come to a Web site, it's vital that this page has the right content. Here are some suggestions for choosing content for your home page:

- Summarize what your company and Web site is about so that visitors know what to expect (this also helps the Web site place well in search engines).
- Include hyperlinks to your major content categories. This also helps visitors easily navigate the site.
- Attract visitors' attention. One way effective Web sites do this is to highlight key content from pages within the site (and provide links to the content) and also list what's new on the site. Special sales or event information can also attract visitors' attention.
- Keep the content on your home page short. Each featured section should contain only a couple of lines of text with one or two small images.
- Place the most important content at the top of the page. Visitors may never scroll down to catch the rest of the page if the content at the top isn't of interest to them, so make sure to put your best content first.

- Choose content that reflects the feel of your company or organization. Also be sure to use the appropriate tone, as discussed in “Step 5: Create Your Pages.”
- Think like a visitor and choose your content accordingly. Why would someone come to your site, and what can you do to make it easier for them to find exactly what they want?

An example of a site that provides effective, brief content on its home page is the Fortune Web site (<http://www.fortune.com>), shown in Figure 6-1. It highlights key articles and then links to other content of interest. In addition, the site is clean, quick to load, and easy to understand.



Figure 6-1 A home page with well-chosen content.

## Making Your Home Page Visually Appealing

While it's important that all of your pages be visually appealing, it's particularly important for your home page. Here are some specific recommendations to improve the attractiveness of your home page:

- Use your company logo. Keep it small, place it in a consistent location with a consistent size, and consider saving it as a transparent GIF, perhaps in a template or in Dreamweaver's Library (discussed later in the section "Using the Library"). If you don't have a logo (or have one in computer-readable format), consider hiring a graphics professional to create one.
- Use an attractive set of colors to present a consistent look to your visitors. If possible, use your company colors. The best way to apply a color scheme to pages is by using an external Cascading Style Sheet (CSS) linked to all your pages.
- If you don't have a color scheme, use one of Dreamweaver's color schemes. To do so, choose the Commands menu's Set Color Scheme command.
- Don't overload your home page with content. Overloading your home page makes it difficult for visitors to find the most important links and information, so choose some key elements to display and leave the rest of the page blank.
- Have good visual flow. Design your pages to attract the eye to the entire page, not just a single part of it. Be careful not to overload your page though; otherwise, the eye won't be able to settle comfortably on anything.
- Make sure that your home page (and other pages on your site) load quickly even over a slow Internet connection. In general, pages should take no more than 15 to 30 seconds to download over a 28.8Kbps modem. Dreamweaver's status bar gives an estimate of how long it will take to download any open page.

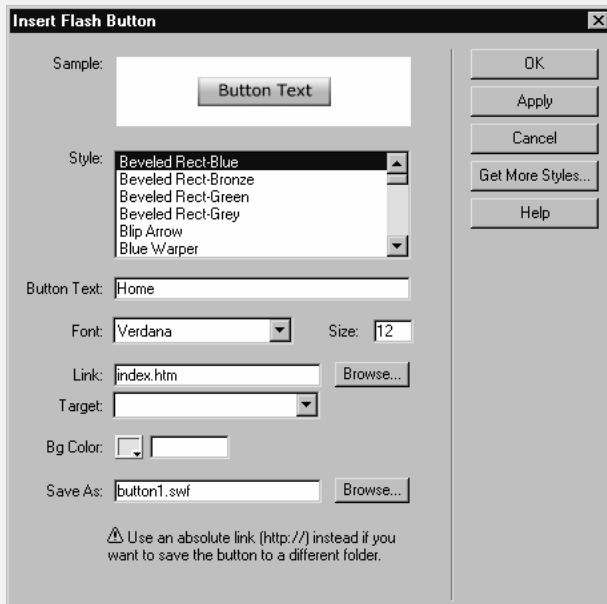
## Using Flash Buttons and Text

Dreamweaver 4 provides the ability to easily add stylized text and buttons that respond to visitors' actions. To do so, you use a Flash Text or Flash Button object to create a small Macromedia Flash plug-in file for your Web page.

Flash makes it easy to create attractive, interactive text and buttons; however, it's not without its drawbacks. Flash buttons and text cannot be viewed in Web browsers that don't support it natively or have the Flash plug-in installed. Flash text is not indexable by search services, which lessens the information a search service will collect from your site. Also, Flash animations take longer to download than standard text, which may add some sluggishness to the feel of your Web site to visitors with slow Internet connections.

Many companies get around these drawbacks by letting visitors choose a "Flash-Enabled" or "Flash-Disabled" version of your site from your home page. However, this usually entails maintaining two versions of your site, and can sometimes double the work involved.

To insert Flash buttons or text, click the Insert Flash Text or Insert Flash Button on the Objects palette and then use the resulting dialog box to create your button or text, as shown below.



# Preparing Your Home Page for Search Engines

One crucial part of Web site design that you shouldn't overlook is preparing your site for search engines. This includes more than just submitting your site to the most popular search engines. It also means adding some special HTML codes to your home page that tell search engines how to deal with your Web site.

These special codes are called meta tags (or meta variables). Meta tags store information about your site, such as a description and keywords, which some search engines use to determine when to display your site in a list of search results, as well as how to display your Web site.

To insert meta tags into a Web page using Dreamweaver, follow these steps:

## 1. Insert a Keywords object.

Open your home page, and then click the Insert Keywords object in the Head group of the Objects palette, as shown in Figure 6-2. (Click Common on the Objects palette to select a different group.)

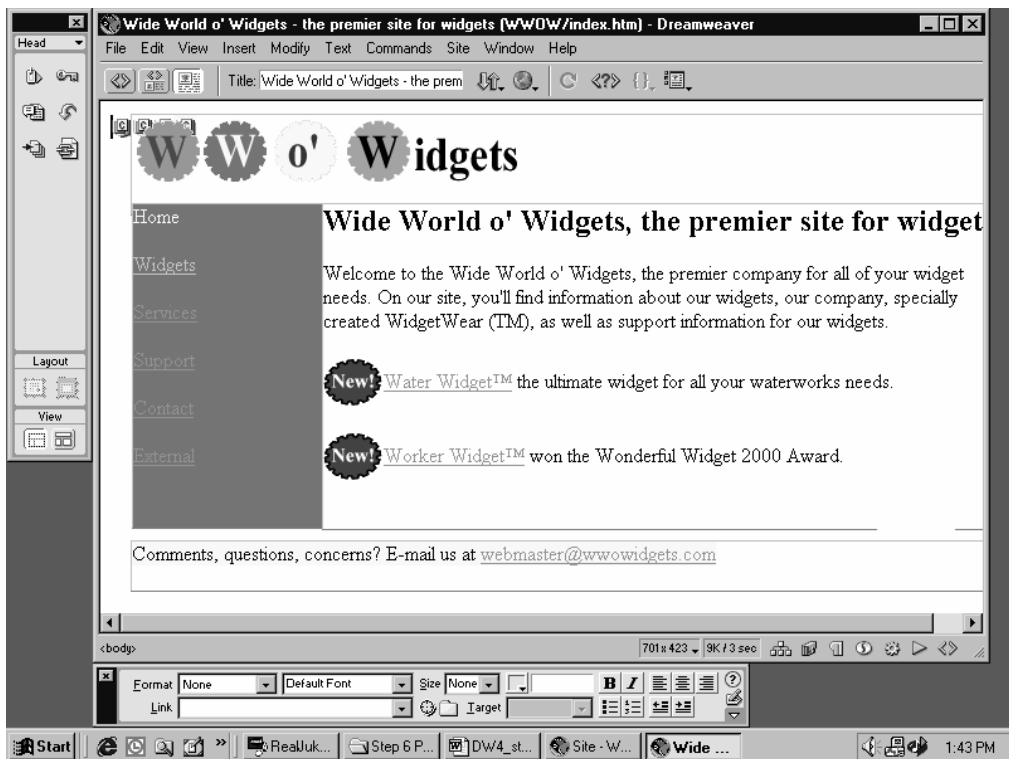
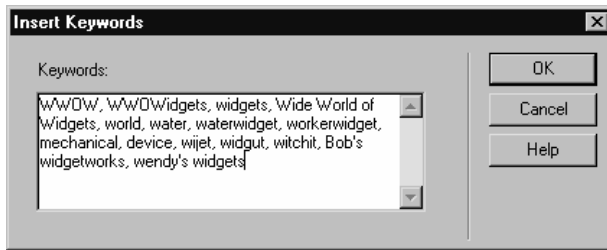


Figure 6-2 Inserting the Keywords meta tag.

**TIP** You can display header information in Dreamweaver by clicking the View Options toolbar button and selecting Head Content from the pop-up menu.

## 2. Create the Keywords meta tag for your site.

In the Keywords box, enter all the keywords you want search engines to use to identify your site, separated only by commas, as shown in Figure 6-3. Click OK when you're finished.



**Figure 6-3** Creating the Keywords meta tag to help search engines find your site.

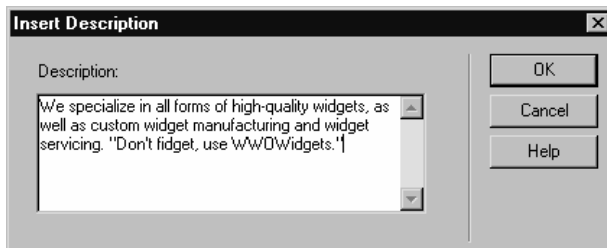
**TIP** Enter any common misspellings of your organization's name along with the names of your products or services, and the names of your competitors.

## 3. Insert a Description object.

Click the Description object in the Head grouping of the Objects palette. (Click Common on the Objects palette to select a different group.)

## 4. Create the Description meta tag for your site.

In the Description box, as shown in Figure 6-4, enter a concise (25 words or less) but attractive description of your Web site. Avoid repeating your site's name or claiming absolutes, such as "the best widgets on the Web."



**Figure 6-4** Creating the Description meta tag to describe your site for search engines.



**TIP** For more information on how search engines find pages and how to make your Web site more effective with search engines, check out <http://www.searchengine.com>.

## Working with Navigation Bars

Navigation bars are a series of buttons that help visitors quickly access the most important pages on a Web site. Although no more functional than a simple list of hyperlinks, navigation bars look more polished and have become the standard navigational aid for Web sites.

### Creating Standard Navigation Bars

To make a standard navigation bar that works in all Web browsers, follow these steps:

**1. Create a series of image buttons.**

Using a program such as Macromedia Fireworks or Microsoft PhotoDraw, create a button image for each link you'd like to include in your navigation bar.

**2. Place the buttons in your navigation bar.**

Insert the images in a table along one side of the page, at the top or bottom of the page, or in a frame. (A frame is a separate section of a page that can contain a completely different Web page. For more information, see "Appendix E: Creating Frames.")

**3. Assign hyperlinks to the buttons.**

Link the images to the pages you want to include in your navigation bar. (For help with creating hyperlinks, see "Step 5: Create Your Pages.") Also make sure to assign alternative text for each button so that visitors who can't view images can still use your navigation bar.

### Creating Navigation Bars with Rollover Buttons

Dreamweaver provides a special Navigation Bar object that you can use to insert a navigation bar with rollover buttons. Rollover buttons (buttons that change appearance when you move the mouse over them or click them) quickly increase the visual appeal of your site, and since the images are small, the extra time involved to download them is often a worthwhile trade-off.

**NOTE** *The rollover effect won't appear in Web browsers that don't support JavaScript (such as version 2 browsers).*

To create a navigation bar with rollover buttons, follow these steps:

### 1. Create a series of image buttons.

Using a program such as Macromedia Fireworks or Microsoft PhotoDraw, create a button image for each link you'd like to include in your navigation bar. To make rollover buttons, create a different version of each button for each image state you want to use. The four states are shown in Table 6-1.

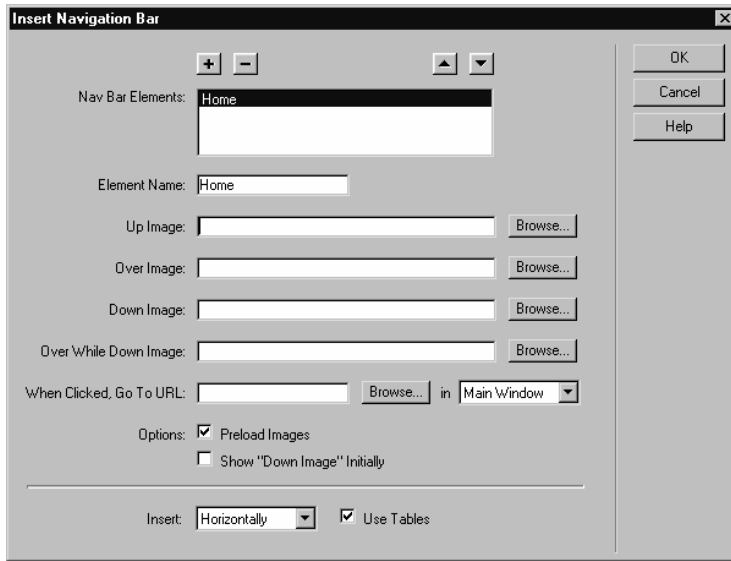
BUTTON STATE	DESCRIPTION
Up	Default—no user action required.
Over	When the user moves the mouse over the image.
Down	When the user clicks the image.
Over While Down	When the user clicks the image and then moves the mouse over it.

**Table 6-1** The different image states for a rollover button.

Typically, two or three image states are adequate (Up, Down, and Over). Usually the Over image has some sort of glowing effect to it (or brighter text), and the Down image looks depressed or the text is drawn lighter.

### 2. Insert a Navigation Bar object.

Place the cursor where you want to insert the navigation bar—most likely along the top or side of a Dreamweaver template. Click the Insert Navigation Bar object on the Objects palette to display the Insert Navigation Bar dialog box, as shown in Figure 6-5.



**Figure 6-5** Creating a rollover button navigation bar.

**TIP** *Frames can make good navigation aids. By placing a navigation bar in a navigation frame and placing your home page in the main frame, the navigation bar will be available from any page on your Web site without any additional work.*

### 3. Name the first button.

In the Element Name box, enter the name for the first navigation button (probably Home). This button name is also shown in the Nav Bar Elements list, which shows the buttons in your navigation bar.

### 4. Specify the images.

Click the Browse button next to each image state you want to specify. (Specify the Up image only if you don't want to make rollover buttons.) Use the Select Image Source dialog box, as shown in Figure 6-6, to select the images.

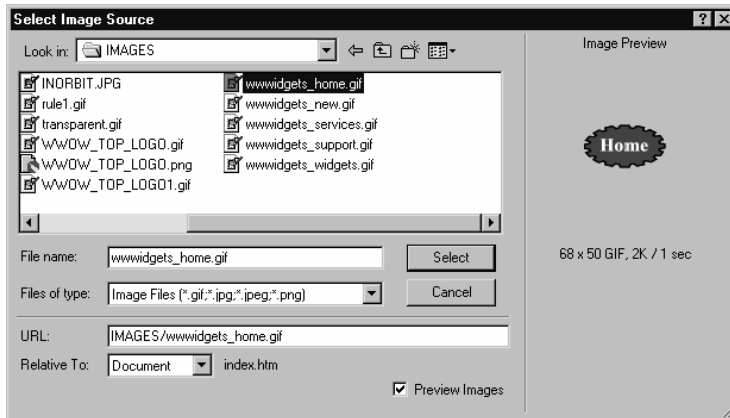


Figure 6-6 Selecting images for the navigation bar.

## 5. Assign hyperlinks to the button.

Link the button to the page you want by clicking the Browse button next to the When Clicked, Go To URL box and selecting the page. If your page uses frames, select the frame in which your page should open from the Main Window drop-down list box next to the URL field.

## 6. Add more buttons.

To create additional buttons, click the plus sign (+) at the top of the dialog box and then repeat steps 3 through 5. To remove a button, select it in the Nav Bar Elements list and click the minus sign (-). To rearrange the buttons, use the up and down arrows located above the Nav Bar Elements list.

## 7. Specify options.

To preload the images for hidden button states so that there isn't a delay when a mouse is moved over the button, leave the Preload Images option selected. Select the Show "Down Image" Initially check box to have the button appear depressed initially. (Select this option for the Home button so that when someone initially loads the home page, your navigation bar indicates that the visitor is viewing the home page.) Use the Insert drop-down list box to specify whether the navigation bar should be created horizontally (all buttons in a row) or vertically (all buttons in a column). Select the Use Tables check box to create the navigation bar in a table. Click OK when you're finished.

**TIP** *Determining which pages to include on your navigation bar(s) may initially involve a bit of head scratching. Users should be able to easily figure out where they are, where in the Web site they want to or should go next (sometimes you'll want to lead visitors through your site), and how to get back to where they were. Regardless, you'll probably want to fiddle with your navigation bars and test the results—ideally with some new users. For more information on testing Web sites, see “Step 7: Deploy Your Web Site.”*

To modify the navigation bar, select an image in the navigation bar and then choose the Modify menu's Navigation Bar command.

**TIP** *In addition to using navigation bars, it's often helpful to create smaller navigational aids for certain sections of your Web site. For example, multiple-page stories can benefit from a mini Table of Contents with links to all pages in the story. Long pages can benefit from using named anchors (hyperlinks to a different part of the same page) to improve the ability to quickly get to part of the page.*

## Advanced Web Page Layout

When you're designing Web pages, it doesn't take long to get frustrated with HTML's limited positioning abilities. It's hard to indent text, it's difficult to wrap text around images, and it's really hard to make columns or line up items on a Web page.

There are a couple of techniques you can use in Dreamweaver to create better Web page layouts. The first technique is to use layers. You can use layers to position anything in a Web page, anywhere onscreen. The main drawback to layers is their incompatibility with Web browsers that don't support Cascading Style Sheets (CSS), such as Internet Explorer or Netscape Navigator versions 3.x and older.

If compatibility with older Web browsers is important, you can create your layouts using tables, which are built and modified much like tables in a word processor. Tables allow you to create layout effects similar to those of layers, and they can be made invisible so as not to reveal the tool used to position the objects on the Web page. Of course, tables are also useful for presenting data or items in a list, so even if you use layers, tables are still an invaluable tool for creating Web pages.

Layers and tables are discussed in the following sections.

**TIP** *Another tool that professional Web developers use when creating advanced layouts is transparent GIF images. Create a small, completely transparent GIF image, and then use it to fill the space that you want to appear blank. If the image isn't quite the right size, resize it using the Image Properties dialog box.*

## Using Layers

Dreamweaver makes positioning text and images in layers very easy. Using layers, you can place objects pixel perfectly anywhere on your Web page. However, if you want to maintain resolution independence so that visitors can properly view your Web pages at a variety of screen resolutions and window sizes, special caution needs to be taken.

**TIP** *Making text wrap around images is easy—you don't even have to use layers. Just select the image you want to wrap text around and select Left or Right from the Align drop-down list box in the Property inspector.*

## Creating Layers

You can create layers in a couple of ways. If you already have your page laid out using tables, you can convert this layout to layers by following these steps:

### 1. Use the **Convert Tables To Layers** command.

Choose the Modify menu's Convert command, and then choose Tables To Layers from the submenu, as shown in Figure 6-7.

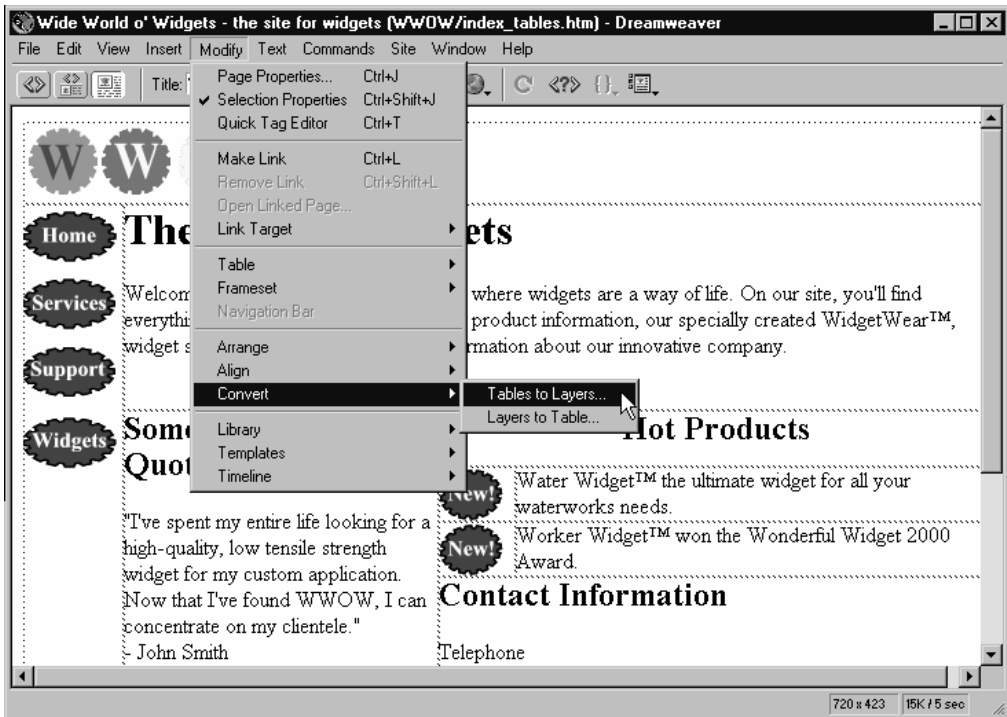


Figure 6-7 Converting a page using tables into a page using layers.

## 2. Choose your options.

In the Convert Tables To Layers dialog box, shown in Figure 6-8, select Prevent Layer Overlaps if you think you might at some point want to convert your layout back into tables. Select Show Layer Palette if you want to display the Layer palette, which is useful for selecting layers. Select Show Grid to display a grid that Dreamweaver uses to position layers, and select Snap To Grid to force layers to be aligned on this grid. Click OK when you're finished.

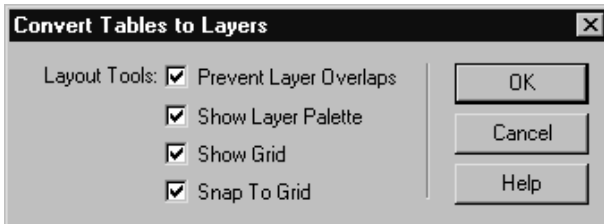


Figure 6-8 Setting table conversion options.

To create layers from scratch, most likely on an empty page, follow these steps:

1. Click the Draw Layer object on the Objects palette.
2. Draw the layer.

Draw your layer by clicking and dragging the layer outline to the size you want, as shown in Figure 6-9. When you release the mouse button, the layer appears in your page, as well as in the Layers palette, if you have that displayed. The layer is anchored by its <div> tag, which is placed in the top left of the page, resulting in an absolutely positioned layer that won't move onscreen regardless of the window size.

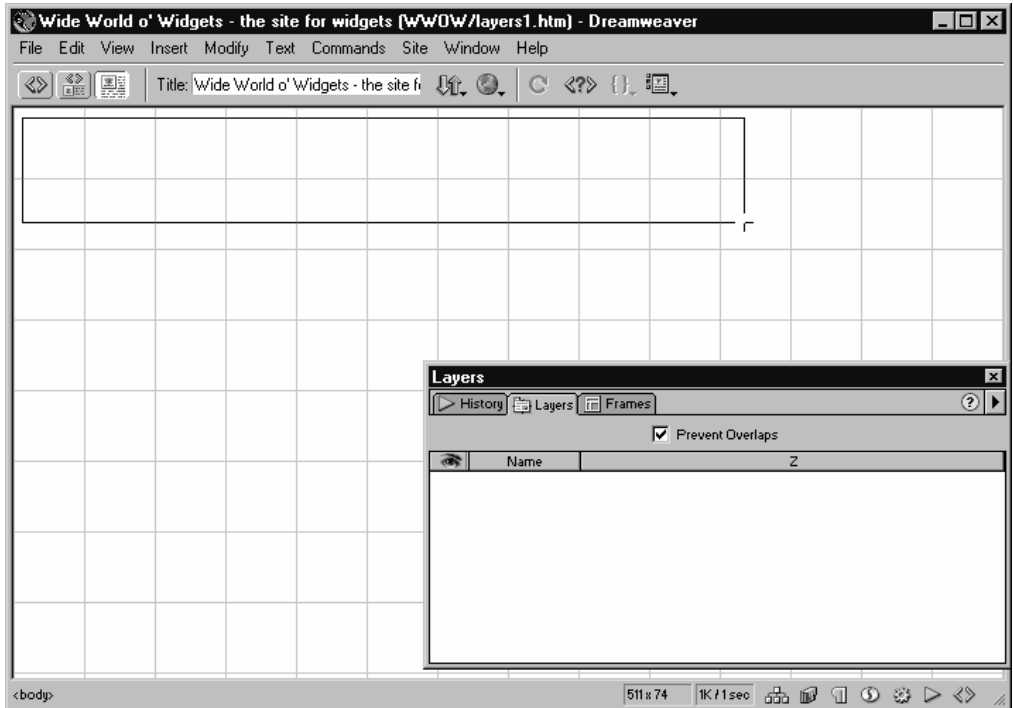


Figure 6-9 Drawing a layer.

3. Name the layer.

Select the layer and in the Layer ID box of the Property inspector, enter a name for the layer, such as NavLayer (for a layer with navigation links) or Header (for a layer with header content such as a company logo).

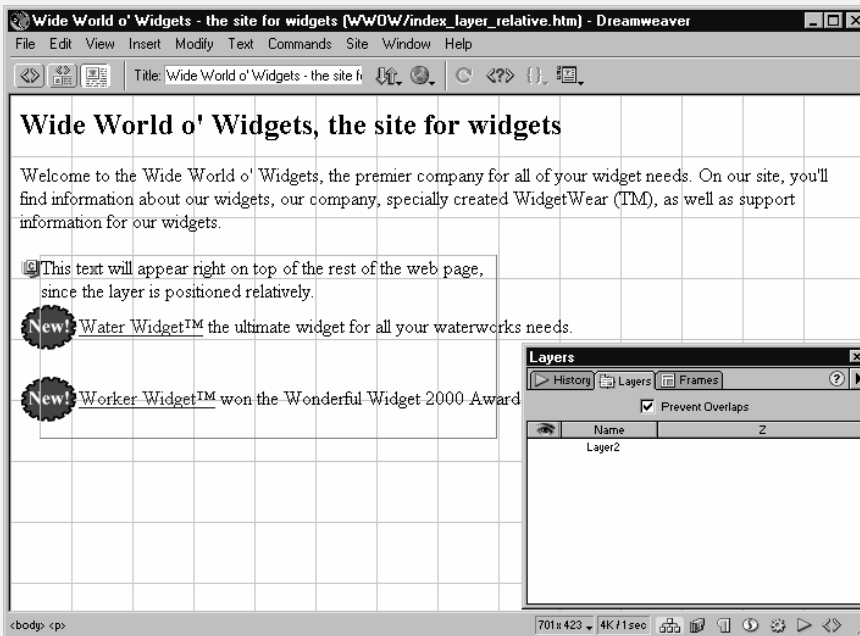
**WARNING** *Netscape 4 has a bug in the way it displays layers. If you resize a window with layers, the layers lose their positioning information. Dreamweaver automatically inserts this fix when you create layers, but you can turn this feature off by choosing the Edit menu's Preferences command, selecting Layers in the Category list, and then clearing the Netscape 4 Compatibility check box.*



## How Dreamweaver Positions Layers

Layers are anchored by a <div> tag, which appears graphically in Dreamweaver as a yellow “C” usually placed at the top left of the page. Most layers you create are positioned absolutely onscreen in pixels, measured from the top left of the page (and controlled by the T and L boxes in the Property inspector).

If you drag a Draw Layer object onto your Web page and drop the object into your page, a relatively positioned layer is created at the location where you dropped the object. This layer will move depending on the window size and how the text or images surrounding its <div> tag adjust to the changing window size. The layer will also overlap or underlay any nearby content, as shown below. Needless to say, relatively positioned layers move around rather unpredictably depending on the window size of the browser displaying the Web page. To avoid this dilemma, test the page at different resolutions or stick to absolutely positioned layers.



All layers are displayed by default on top of any Web page content not placed in a layer. If you don't want content in layers displayed on top of other content, adjust the Z-Index of the layers you want to appear behind Web page content so the layer has a negative Z-Index. (For more information, see the following section, "Positioning Layers.")

# Positioning Layers

To position a layer, follow these steps:

## 1. Select the layer.

To select a layer, click its positioning handle (the box attached to the top left of the layer), click inside the layer, and then click the <div> tag in the Tag selector to select the entire layer. You can also select the layer from the Layers palette.

## 2. Resize the layer.

Move the mouse over one of the positioning handles on the layer's outline until the cursor turns into a double-sided arrow, and then click and drag the layer's outline to the desired size. You can also enter the layer's width and height in the W and H boxes of the Property inspector. To size a layer relatively, enter the size in percentage. For example, the layer shown in Figure 6-10 is sized at 80% width; the height is left blank so that it can adjust to compensate for a changing width.



Figure 6-10 A relatively sized layer.

**TIP** *To maintain resolution independence, size your main body layer relatively in at least one dimension. To do so, enter the width or height in percent. To ensure that all content fits inside the layer, size one dimension relatively and leave the other dimension left unspecified.*

### **3. Reposition the layer.**

To move a layer, either click the layer's positioning handle and drag the layer where you want it, or enter the coordinates relative to the top of the screen and the left edge of the screen in the T and L boxes of the Property inspector. If you want to position a layer relatively based on where the layer's <div> tag (the yellow "C" tag in your page) is located, delete the coordinates in the T and L boxes.

**TIP** *To change the size of the positioning grid, choose the View menu's Grid command and then choose Settings from the submenu.*

## **Adjusting Layer Visibility**

In addition to having a position relative to the top left of the Web page (the Y and X axes), all layers also have a position on the vertical, or Z, axis. This allows layers to overlap each other, unless you have the Prevent Layer Overlaps option selected in the View menu. You can hide layers too, although in general you should do this only temporarily in order to edit an overlapping layer, since even hidden layers take time to download. To adjust layers, follow these steps:

### **1. Adjust the layer's visibility.**

To specify whether you want to display or hide a layer, click in the eye column of the layers palette, as shown in Figure 6-11. Click the eye above the column to mark all layers explicitly visible. You can also adjust a layer's visibility using the Vis drop-down list box of the Property inspector (when a layer is selected).

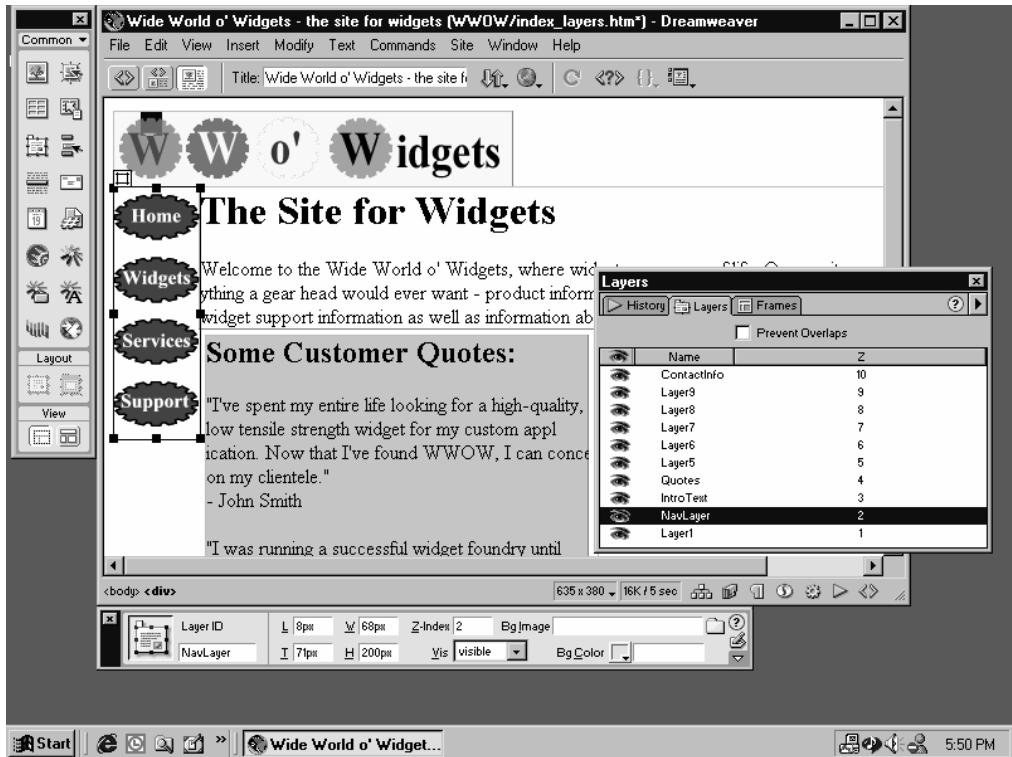


Figure 6-11 Adjusting a layer's visibility and stacking order.

## 2. Adjust the layer's Z-Index.

To control how layers stack on top of each other, select a layer and then enter a stacking order in the Z-Index box of the Property inspector. Layers with higher numbers are displayed on top of layers with lower numbers; any objects not placed in a layer are considered to have a Z-Index of zero.

# Working with Tables

Tables are tremendously useful for creating advanced layouts in a Web page and are used much more often than you might realize. Besides their obvious use for creating tables of text and graphics, tables are often used to make more precise text and graphic layouts than can be accomplished simply with standard techniques. They are also compatible with older Web browsers.

The following sections detail how to create tables to organize data or content on a page, how to create advanced page layouts using tables, and how to modify table and cell properties.

## Creating Tables for Content

The easiest way to create a table for tabular display of content such as data or lists is by using the Insert Table object.

To create a table using the Insert Table object, follow these steps:

1. Position the cursor where you want to insert the table.
2. Use the Insert Table object.

Either click the Insert Table object on the Objects palette to insert the table at the cursor location, or drag the Insert Table object to the location you want.

3. Specify the number of rows and columns.

In the Insert Table dialog box, shown in Figure 6-12, enter the number of rows and columns for the table in the Rows and Columns boxes.

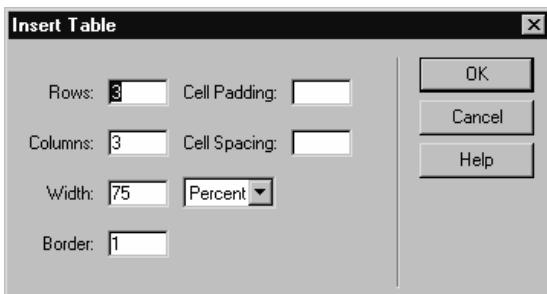


Figure 6-12 Creating a table.

#### 4. Specify the table size.

Enter a width for the table in the Width box. Use the drop-down list box to specify whether the table should be sized relatively (in percent, so the table changes in size with window size) or absolutely (in pixels, so the table never changes size).

#### 5. Modify the border size.

In the Border box, enter a border width for the table in pixels. To make the table boundaries invisible, enter a border width of zero.

#### 6. Add content to the table.

Add content to the table by entering text or inserting images directly in the table. You can also add content by selecting a block of text or an image and dragging it into a table cell.

**TIP**     *You can sort the contents of a table by selecting the table and choosing the Commands menu's Sort Table command.*

## Creating Advanced Page Layouts Using Tables

Dreamweaver 4 now includes a visual table editing mode that makes it the most powerful tool for quickly creating complex layouts with tables. The Layout view mode is so easy to use that many users who may have chosen to use layers can now achieve similar layouts using tables alone—making it more likely that the layout will display properly in all browsers.

To use Layout view to create and edit a table visually, follow these steps:

#### 1. Switch to Layout view.

Click the Layout View button on the Objects palette. Dreamweaver displays a dialog box giving you a quick overview of how to use the Layout view. Click OK.

#### 2. Draw a table.

Click the Draw Table button on the Objects palette, and then click and drag the outline to fill the entire Document window, as shown in Figure 6-13.

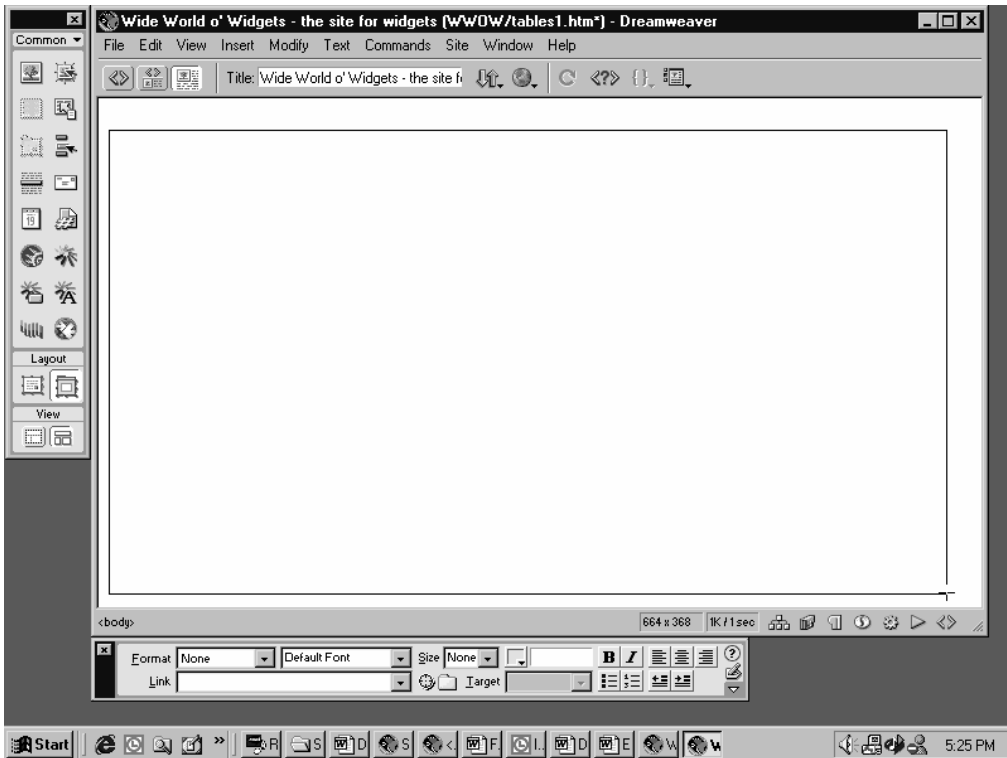
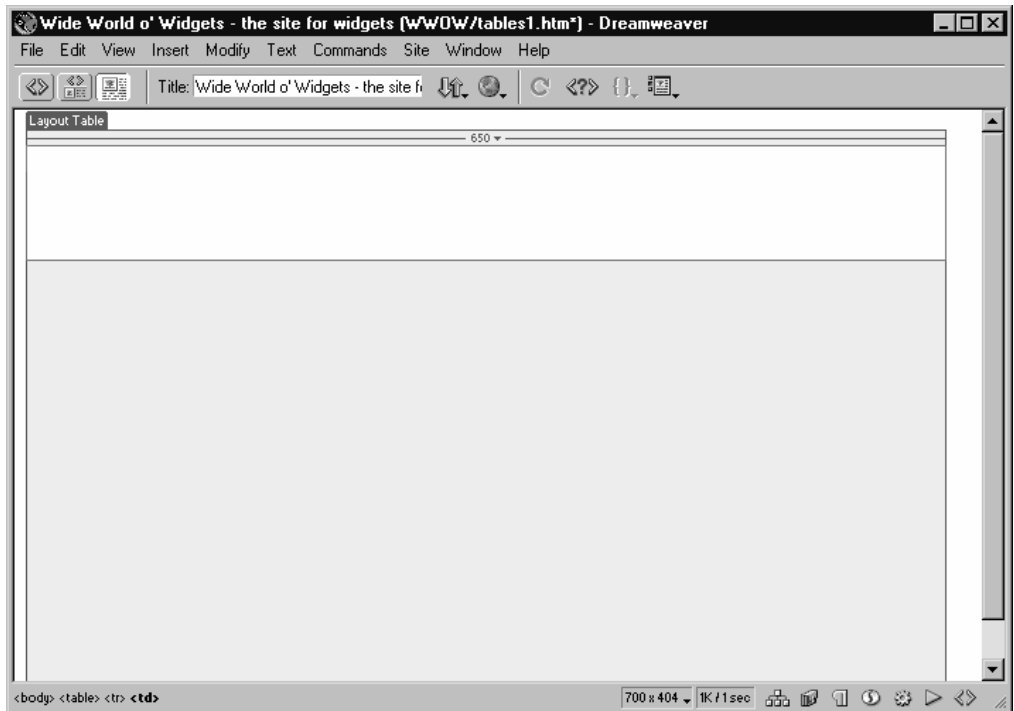


Figure 6-13 Drawing the table outline.

**TIP** You can create a mock-up of your site layout in an image editing program, such as Adobe Photoshop or Macromedia Fireworks, and then trace the mock-up image in Dreamweaver to duplicate the design. To do this, choose the Modify menu's Page Properties command and then specify the tracing image to use in the Tracing Image box.

### 3. Create table cells.

To create cells in the table, click the Draw Cell button, and then draw the cells you want to create. Cells that you create appear as empty white boxes, as shown in Figure 6-14. To draw additional cells, click the Draw Cell button again, or hold down the Ctrl key (or Command key on a Macintosh) to draw multiple cells without having to click the Draw Cell button each time.



**Figure 6-14** Inserting the first cell in a table.

**TIP** To draw a cell boundary more precisely, hold down the *Alt* key while drawing the cell.

#### 4. Resize columns and rows.

Click the border of a cell, column, or row to display sizing handles. Click a sizing handle (one of the small squares) on the cell, column, or row outline to resize it.

#### 5. Insert your content.

Insert your text and images to fill in your page's design.

**TIP** To create a nested table, or a table within an existing table, switch to *Standard* view, place the cursor where you want to insert the table, and click the *Insert Table* object.



## 6. Make a column stretch to fit.

The top of the table displays the width in pixels for every column in your table. Click one of these numbers and select Make Column Autostretch from the pop-up menu, as shown in Figure 6-15. This makes that column adjust in size to match the size of a visitor's browser window. The number you click should be the one that corresponds to the column you want to change in size.



Figure 6-15 Enabling Autostretch.

## 7. Clear cell heights.

Once you've inserted your content, you can shrink the heights of each table cell to fit the content it contains, unless you're using some cells for vertical positioning. To clear cell heights, click a column width number (as discussed above) and choose Clear Cell Heights from the pop-up menu.

**TIP** *To split an existing cell into multiple columns or rows, switch to Standard view, right-click in the desired cell, choose Table from the shortcut menu, and choose Split Cell from the submenu. Specify the number of rows or columns to divide the cell into, and click OK.*

## Modifying Table Properties

You may need to adjust the sizing of a table, its alignment on the page, or the colors or background image.

Dreamweaver displays table properties in the Property inspector differently depending on whether or not you're in Layout view or Standard view. If you're using Design view, you probably won't need to adjust your table properties and cell properties much. If you do, you can either use the Property inspector in Design view, which is fairly simple, or you can switch to Standard view and follow these steps:

### 1. Select the table.

Click anywhere inside the table, and click the <table> tag in the Tag selector.

### 2. Specify how the table should be aligned on the page.

Select an entry from the Align drop-down list box in the Property inspector, as shown in Figure 6-16, to specify how the table should be aligned on the page.

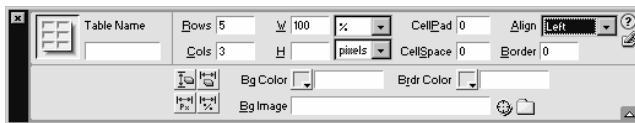


Figure 6-16 Using the Property inspector to change a table's appearance.

### 3. Specify the cell padding and spacing.

In the CellPad box, specify how many pixels you want between the contents of a cell and the cell wall. In the CellSpace box, enter the width in pixels of the cell wall. Note that this is different from the width of the border. You can have a CellSpace value higher than zero and still have the border be invisible.

### 4. Optionally, add extra rows or columns.

Choose the Modify menu's Table command, and choose Insert Rows Or Columns from the submenu. In the dialog box, as shown in Figure 6-17, select either Rows or Columns, specify how many to insert, and indicate whether to insert them above or below the current selection.

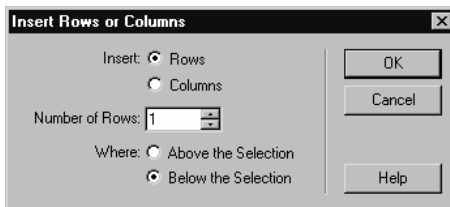


Figure 6-17 Inserting extra rows or columns using the Insert Rows Or Columns command.

## 5. Manually specify the width and height of the table.

Enter the width or height of the table in the W (width) and H (height) boxes. Specify whether the sizes are in percent or in pixels by selecting % or Pixels from the drop-down list boxes. You can also change the widths of the individual rows and columns in the Advanced Properties section of the Property inspector. (Click the small up arrow in the bottom right corner of the palette to display this section.)

- Use the Clear Column Widths and Clear Row Heights buttons to allow columns and rows to fit the content exactly.
- Use the Convert Table Widths To Pixels button to make all cell and columns widths sized absolutely, or use the Convert Table Widths To Percent button to quickly make your column sized relatively so that it can resize with the browser window.

## 6. Specify the thickness of the table's lines.

In the Border box, enter a thickness for the table's dividing lines in pixels. You can also use the Brdr, Light Brdr, and Dark Brdr boxes in the Advanced Properties section of the Property inspector to change the colors used to draw the dividing lines.

**TIP** *To hide all lines in a table so that only the contents show, set the border thickness to zero.*

## 7. Optionally, select a background color or image for the table.

Select a background color for your table from the Color drop-down list box in the Background section, or select the Use Background Picture check box and type the name of the image you want to use in the text box provided. Click OK when you're finished.

## 8. Specify how much space to leave around the table.

In the V Space and H Space boxes, enter the amount of space, in pixels, to leave around the table.

# Specifying Cell Properties

You can change the properties of individual cells or a group of cells, such as a column or a row, separately from the rest of the table. This is useful if you want the contents of particular cells to be aligned differently, or perhaps if you want to visually set some cells apart by giving them a different colored background. (This feature can also be used with invisible tables to create a visual divider in a page, without the actual table showing up.)

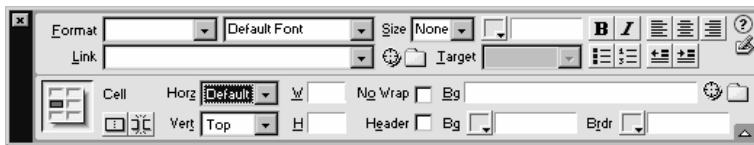
To change the appearance of an individual cell, follow these steps:

## 1. Select the cell(s) you want to modify, and open the cell properties.

Click inside a cell, and then click the <td> tag in the Tag selector to select the cell or click the <tr> tag to select the row. Alternatively, hold down the Ctrl key while clicking inside individual cells to select them, or move the mouse over the top of a column or to the left of a row until the cursor turns into either a vertical or horizontal arrow, and then click to select the whole column or row.

## 2. Modify the cell properties.

Cell properties are the same as those for a table, except for a couple of advanced options that are accessible by clicking the small down arrow in the bottom right corner of the Property inspector, as shown in Figure 6-18.



**Figure 6-18** Using the Property inspector to modify a table cell.

To modify cell properties, select from the following options:

- Select the Header Cell check box if the cell is a header for the table. (This makes the cell's contents boldface and centered.)
- Select the No Wrap check box to force all the text inside a cell to remain on one line, no matter how small the window size gets. (This is useful for text that absolutely cannot wrap; use it sparingly.)
- Click the Merges Selected Cells Using Spans button to merge selected cells into one cell.
- Click the Splits Cells Into Rows Or Columns button to split the selected cell into two cells. Use the Split Cell dialog box to specify whether to split the cell into rows or columns and how many cells to split it into.

# Making Your Pages Look Consistent

A Web site appears coherent and well integrated when the pages in the site are consistent in look and feel. This doesn't mean they all have to be identical. It's good to have some variation, and depending on the size of the site, you may want to have a couple of different looks for your pages. However, your site has a better overall impact if your pages use consistent colors, graphics, and page designs.

The following sections tell you how to create templates to use for quickly creating new pages that already have the same look and feel as an existing page, use the Library palette to reuse text and images across your site, and use external CSS files to standardize the look of your Web pages.

## Using Page Templates

Creating templates is a great way to streamline the page-creation process as well as to help give the pages on your site a consistent look.

A template is a Web page that you can use as a sort of cookie cutter to rapidly construct pages based on the template page. Dreamweaver's templates contain editable regions, which you can modify like any typical Web page, and uneditable regions, which are locked to ensure that these regions look the same on all the pages based on the template. In addition, when you make changes to a locked region of a template, the locked, or uneditable, regions of *all* the pages that were created using that template are automatically updated. This feature makes it easy to revise multiple pages on your Web site, and it is ideal for a page header containing the company logo or a sidebar with navigation hyperlinks.

## Creating Templates

To create a template, follow these steps:

### 1. Create a Web page exactly how you want the template to appear.

Create a new page or open an existing one, and enter any text and images you want to appear in the template. Format the text and colors as appropriate (or better yet, link the page to an external CSS style sheet). You may want to insert placeholder text and graphics in the regions you will make editable so that it's easy to see how content should be placed in the new pages. Figure 6-19 shows an example of a typical template page.



Figure 6-19 Creating a template page.

## 2. Save the page as a template.

Choose the File menu's Save As Template command, select the site in which you want to save the template from the Site drop-down list box, enter the name for the template in the Save As box, and then click Save, as shown in Figure 6-20.

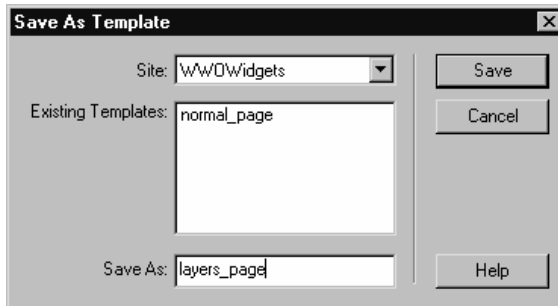


Figure 6-20 Saving a page as a template.

**TIP** Place all meta tags directly in the template, and the tags will then be applied to all the pages that are created using the template. To individually modify meta tags on a page-by-page basis, you need to manually edit the tags in the HTML code.

### 3. Make editable regions.

All regions in a Dreamweaver template start out locked so that users can't edit them in the pages that are created using the template. To “unlock” regions and make them editable, select a block of text, an image, a table, or a layer; choose the Modify menu's Templates command; and choose New Editable Region from the submenu, as shown in Figure 6-21.

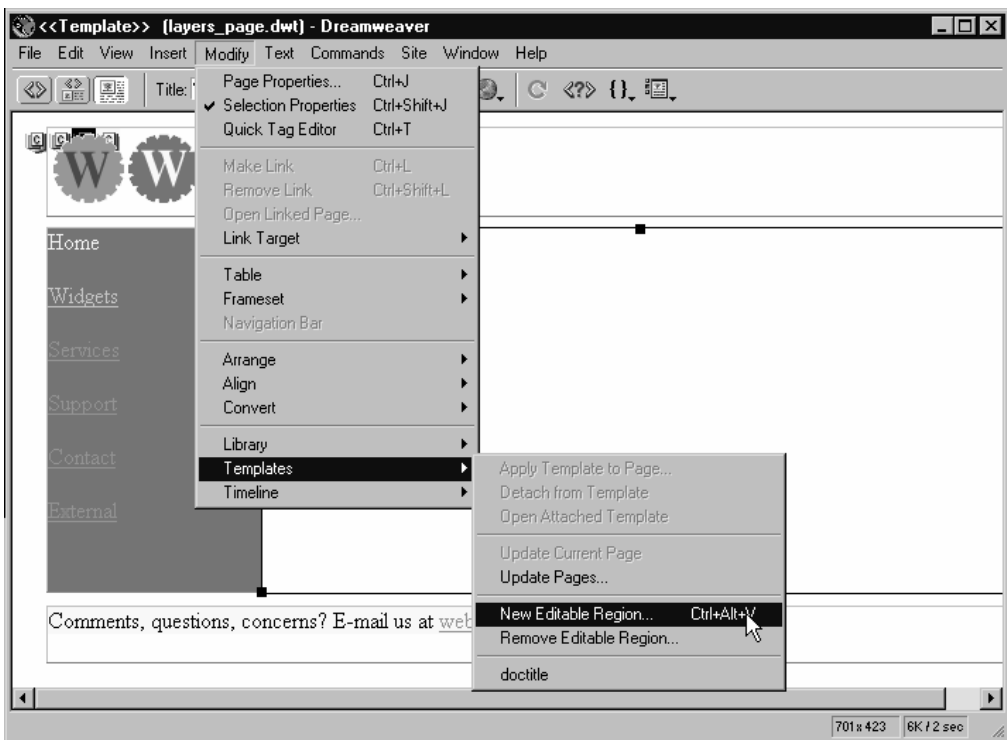


Figure 6-21 Creating a new editable region.

### 4. Name the editable region.

In the New Editable Region dialog box, shown in Figure 6-22, enter a name for this editable region. The name can't contain single or double quotation marks (“”), angle brackets (< >), or an ampersand (&). Click OK when you're finished. The editable region shows up selected in a different color.

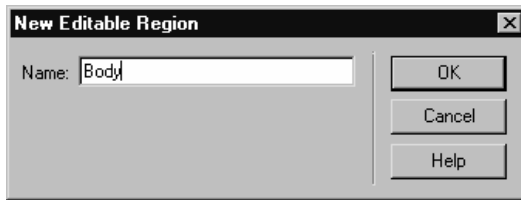


Figure 6-22 The New Editable Region dialog box.

**TIP** *Creating new layers in template-created pages is a challenge if you don't want overlapping layers. To work around this difficulty, create all necessary layers as editable regions in the template file itself.*

## Creating Pages from a Template

To create a page using a template you made, follow these steps:

1. Choose the File menu's New From Template command.
2. Select the site and template you want to use.

Choose the site you're working on from the Site drop-down list box, and choose the template from the Templates box, as shown in Figure 6-23. Click Select to create the page.

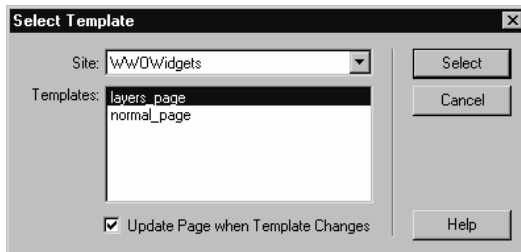


Figure 6-23 Creating a page from a template.

**TIP** *You can apply a template to an existing page by displaying the Templates palette, selecting the desired palette, and clicking Apply, although this may create an unpredictable and undesirable page layout.*

3. Add content to the editable regions.

Enter content and modify it in the editable regions as if they were normal Web pages. To select an editable region, click in the region and then click the <mm:editable> tag in the Tag selector. You can also choose the Modify menu's Templates command and choose the region you want to edit from the submenu, as shown in Figure 6-24.



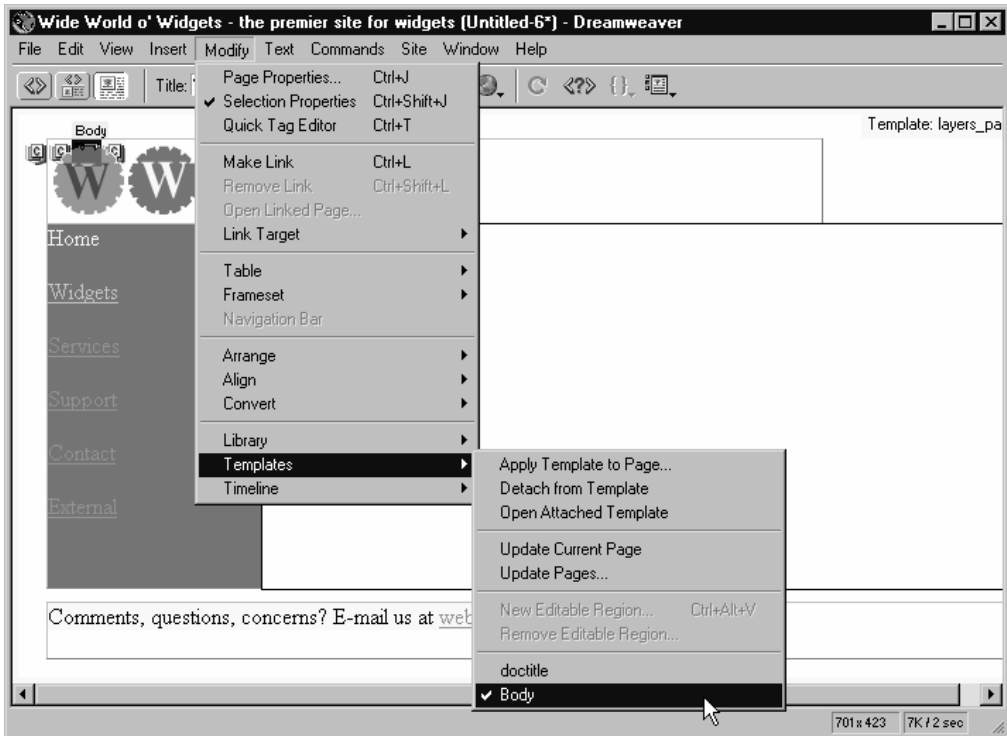


Figure 6-24 Selecting an editable region in a page created with a template.

To modify a template after creating it, open the template from the Templates folder located in the local folder of the site in which you saved the template. Dreamweaver templates have the .dwt file extension.

## Using the Library

The Library is another invaluable tool that you can use to quickly create consistent-looking Web pages that can be easily modified en masse from a central location. The Library tool works similarly to Dreamweaver templates.

Any object on a Web page can be placed in the Library and then easily inserted into any other page in your Web site. Objects taken from the Library can't be edited directly in the Web page in which they were inserted; instead, they are edited centrally from the Library.

Just as with Dreamweaver templates, to make a change all you need to do is edit the object once in the Library and all the pages containing the object are then automatically updated. This is an incredible time-saver when changing objects such as a company logo, legal text, navigation links, or any other object that you need to use in multiple pages.

To use the Library, follow these steps:

### 1. Display the Library.

Click the Assets button on the status bar, and then click the Library button in the Assets floating palette.

### 2. Create a Library object.

Drag any text, image, or object currently in a Web page into the Library palette to turn it into a Library object. (You can't drag items from the Site window into the Library.)

### 3. Name the object.

Enter a name for the Untitled object that is created in the Library, as shown in Figure 6-25. Don't rename any Library objects after creating them, since doing so will break all links to the objects.

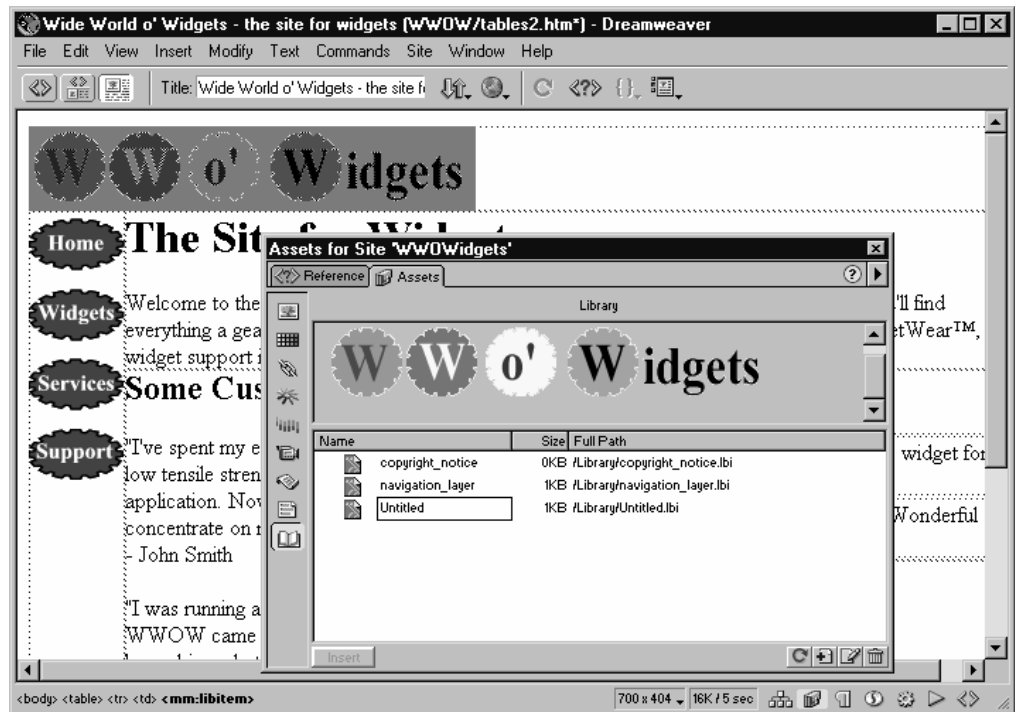


Figure 6-25 Creating a new Library object.

#### 4. Insert the new Library object into a page.

Display the Library, and then drag the object you want into the Web page. The object appears in the page highlighted in yellow to indicate that it's a Library object.

#### 5. Edit the Library object.

Select a Library object in a Web page, and click the Open button in the Property inspector, as shown in Figure 6-26. You can also open the Library palette, select the object, and click the Open Library Item button at the lower right of the palette. To delete a Library object, select the object in the Library and click the Delete button in the palette (the trash can icon).

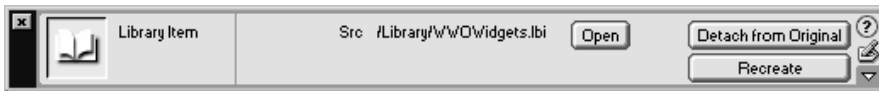


Figure 6-26 Editing a Library object in the Property inspector.

**TIP** *To disconnect a Library object in a Web page from the Library—preventing it from being centrally updated and permitting direct editing in the Web page—select the object and click the Detach From Original button in the Property inspector.*

## Using Style Sheets

Cascading Style Sheets (CSS) provide a powerful way to centralize the control of text appearance on your Web site.

Standard Web page styles (Heading 1, Paragraph) are rather plain. To liven them up, you can manually change the font, font size, or color of the styles, as discussed in “Step 5: Create Your Pages.” However, applying this formatting identically to all pages in a Web site is tedious. Additionally, if you want to make a sitewide change in the style of your text—for example, to change your Web site’s text colors—you need to change every page manually.

A better way to apply text formatting is to modify the styles in an external CSS file and then link all pages to this file. Doing this causes every page linked to the CSS file to use the same formatting that’s provided by the CSS file. Then to change the color of Heading 1, for example, all you have to do is change the style definition in the CSS file and all the pages using this file automatically get the new heading color.

**NOTE** *Browser versions older than Internet Explorer 4 and Netscape Navigator 4 cannot properly apply formatting using CSS files.*

To use an external CSS style sheet to standardize the look of your Web pages, follow these steps:

1. **Open a page you want to modify.**
2. **Display the CSS Styles palette.**

Click the Show CSS Styles button on the status bar to display the CSS Styles palette, as shown in Figure 6-27.

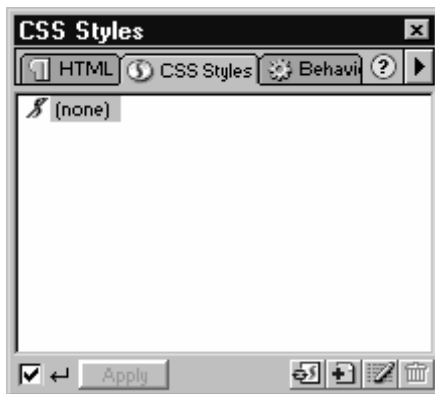


Figure 6-27 The CSS Styles palette.

3. **Click the Edit Style Sheet button in the CSS Styles palette.**

This displays the Edit Style Sheet dialog box, as shown in Figure 6-28.

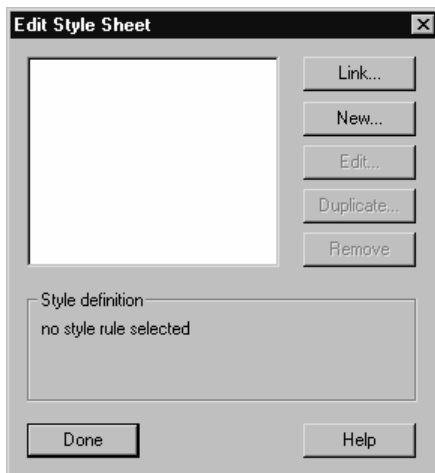


Figure 6-28 The Edit Style Sheet dialog box.

#### 4. Link to a style sheet.

Click the Link button. In the Link External Style Sheet dialog box, shown in Figure 6-29, enter the name for your new style sheet and click OK, or click Browse to locate an existing style sheet (.css file).



Figure 6-29 The Link External Style Sheet dialog box.

#### 5. Select the style, and click Edit.

This displays a similar dialog box named after your style sheet.

#### 6. Click New to create or modify a style.

This displays the New Style dialog box, as shown in Figure 6-30.

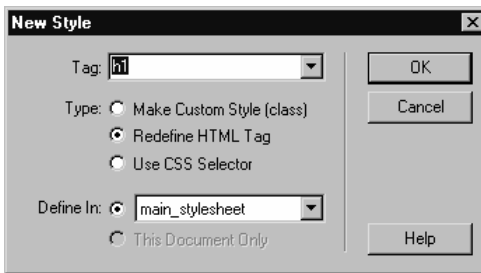


Figure 6-30 The New Style dialog box.

#### 7. Create a new style or modify an existing style.

In the New Style dialog box, create a new style or modify existing styles, such as Heading 1 and Paragraph, as described below. Click OK to continue.

- To make a new style, click the Make New Style option button and enter a name for the style in the Name box.
- To modify an existing HTML tag, click the Redefine HTML Tag option button and select the tag from the Tag drop-down list box.

#### 8. Define the style.

In the Style Definition dialog box, shown in Figure 6-31, customize your new style or modify the formatting of the existing HTML tag you selected. Click OK when you're finished.

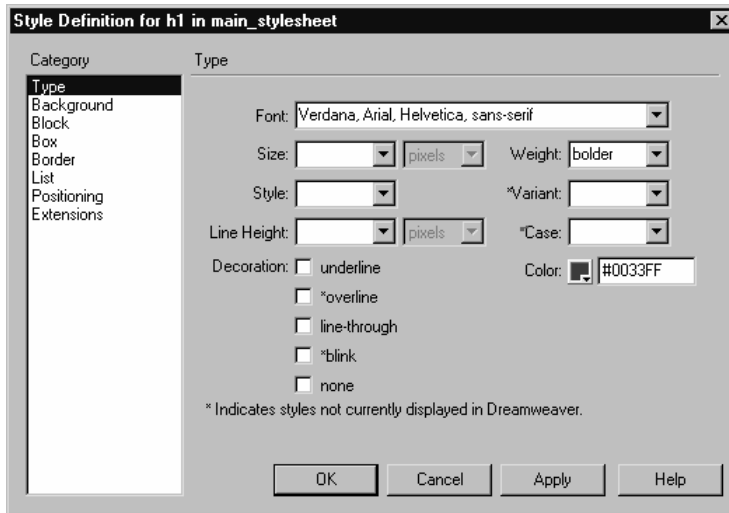


Figure 6-31 The Style Definition dialog box.

### 9. Create or modify additional styles, and then click Save.

Click Done in the Edit Style Sheet dialog box to return to the Dreamweaver Document window. The styles you created or modified are applied to the currently open page.

### 10. Link other pages to the style sheet.

Open any other pages that you want to use the style sheet, and follow steps 2 through 4 to link the style sheet to the pages.

## Ensuring Proper Display of Your Pages

It's important that your Web pages display properly in your visitors' Web browsers, regardless of the browser type and version they're using and what screen resolution they're running. The following sections help you tailor your pages to display properly in a wide range of environments.

## Making Your Pages Compatible with Multiple Browsers

Your Web site needs to be accessible to your audience no matter what type of Web browsers they're using, because if it isn't, they'll move on to some other company's site.

Dreamweaver can test your pages for potential Web browser compatibility problems, redirect visitors with a particular browser version to an alternative version of your home page, and convert any pages that use layers into pages that are compatible with version 3 browsers.

# Testing Pages for Browser Compatibility

To test a Web page for compatibility problems, follow these steps:

1. Open the Site window.
2. Select the pages you want to check for compatibility problems.

Select the pages that you want to check by holding down the Ctrl key and clicking each page, as shown in Figure 6-32. Alternatively, hold down the Shift key, click the first file in a list, and then click the last file to select every file in between. (You can also press Ctrl-A to select all files.)

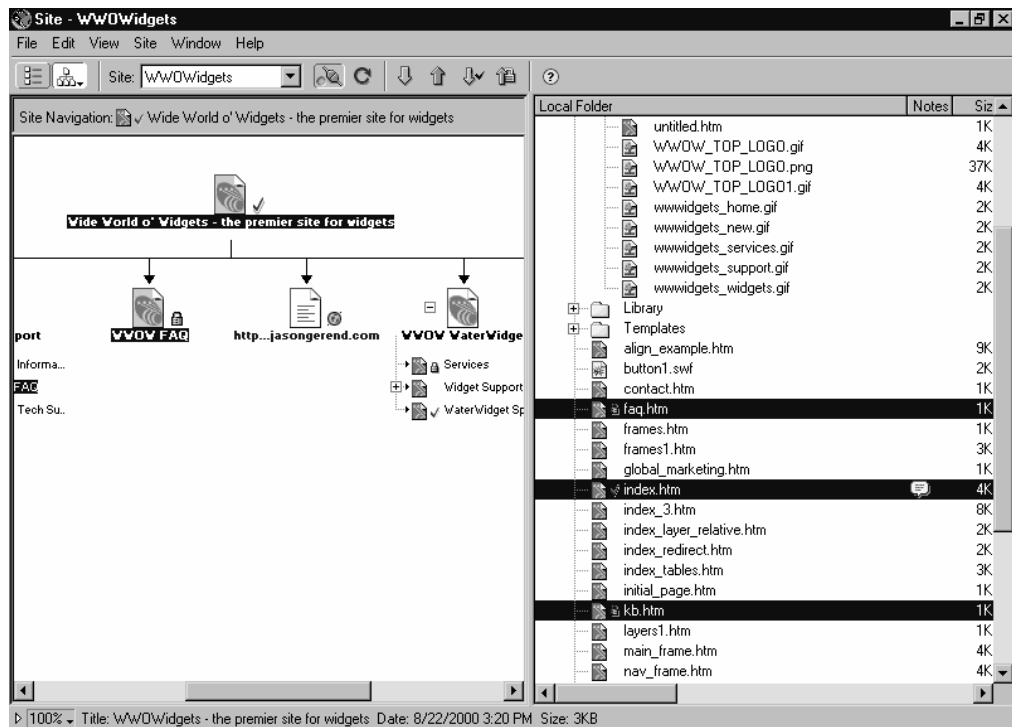


Figure 6-32 Selecting pages to check for compatibility problems.

3. Choose the File menu's Check Target Browsers command.
4. Choose the browser versions you want to support.

In the Check Target Browsers dialog box, shown in Figure 6-33, select the browser versions you want to check for compatibility problems. To make multiple selections, hold down the Ctrl key when clicking on browser versions. Click the Check button to perform the compatibility test.

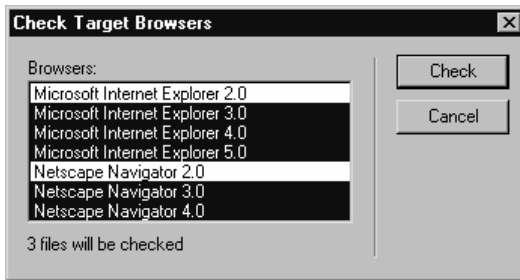


Figure 6-33 The Check Target Browsers dialog box.

## 5. Review the compatibility report.

Dreamweaver examines your selected files and issues a report, as shown in Figure 6-34. At the top of the report is a listing of how many errors and warnings were found for each browser version. Scroll down to view each error, the line number on which it's found (in the actual HTML), and the tag containing the error.

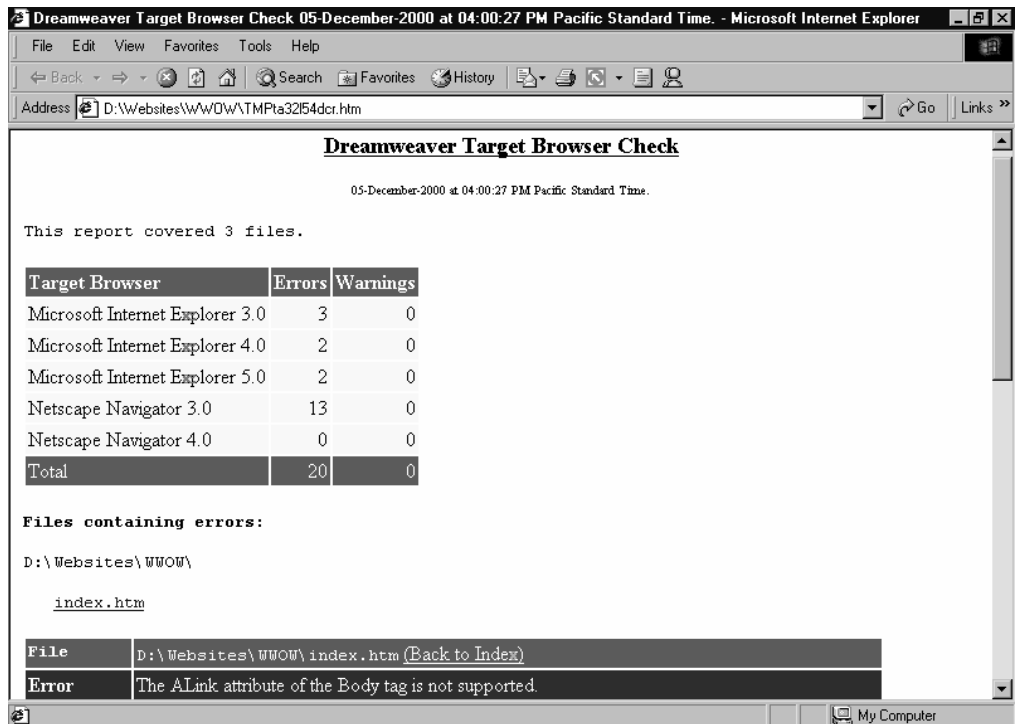


Figure 6-34 A compatibility report.





You should carefully consider whether this makes sense for your company or organization. The advantage of redirecting visitors with old browser versions is that you can make Web pages that optimally target newer browsers without worrying about the pages displaying improperly in older browsers. The disadvantage is that redirecting visitors can double the number of pages that you need to create and keep updated.

An alternative to this situation is to make multiple versions of your home page. You can create a blank home page that detects visitors' browser versions and redirects them to the appropriate version of your home page. This saves visitors from having to wait while your home page loads, only to be redirected to your alternative home page where they have to wait again while that page loads.

To create your alternative home page that redirects visitors based on the browser version they're using, follow these steps:

- 1. Create and save a blank page.**

Create a new blank page, making sure that the page background is the same color as your main home page. You'll also want to title this page and insert the same Keywords and Description meta tags so that search engines can still properly locate your page, as discussed in the earlier section "Preparing Your Home Page for Search Engines."

- 2. Select the entire page.**

Click the <body> tag on the Tag selector to select the body of the page.

- 3. Add the Check Browser behavior.**

Display the Behaviors palette (if not already visible), click the plus sign, and choose Check Browser from the pop-up menu, as shown in Figure 6-36.

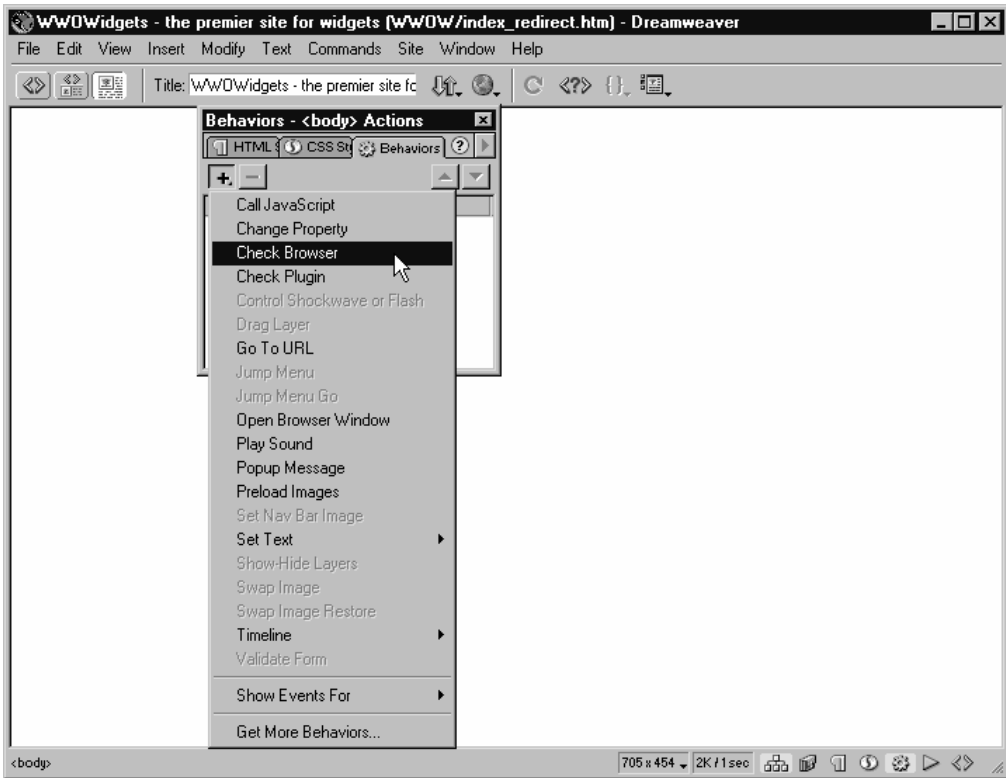


Figure 6-36 Adding the Check Browser behavior to a Web page.

#### 4. Specify where to send new browsers.

In the Check Browser dialog box, shown in Figure 6-37, click the Browse button next to the URL box to specify the main home page to which you want to redirect visitors with new browsers. Use the Select File dialog box to select the appropriate page.

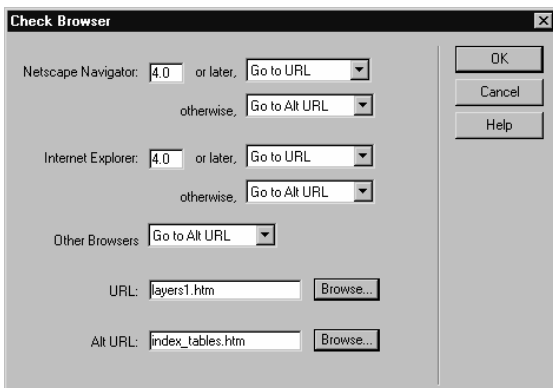


Figure 6-37 The Check Browser dialog box.

## 5. Specify where to send old browsers.

In the Check Browser dialog box, click the Browse button next to the Alt URL box to specify the alternative home page to which you want to redirect visitors with old browsers. Use the Select File dialog box, shown in Figure 6-38, to select the appropriate page.

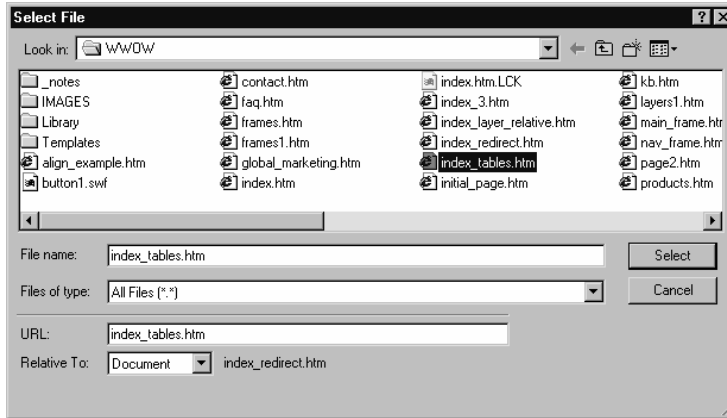


Figure 6-38 The Select File dialog box.

## 6. Set up redirection in the two pages.

Set up each alternative home page to redirect visitors with the incorrect browser version to the other version of the home page. To do so, repeat steps 2 through 5 for each page, with the exception that in the Check Browser dialog box, select Stay On This Page for the browser version for which the page is designed. For example, if the page was designed for version 4 browsers, select Stay On This Page from the Or Later drop-down list boxes, as shown in Figure 6-39.

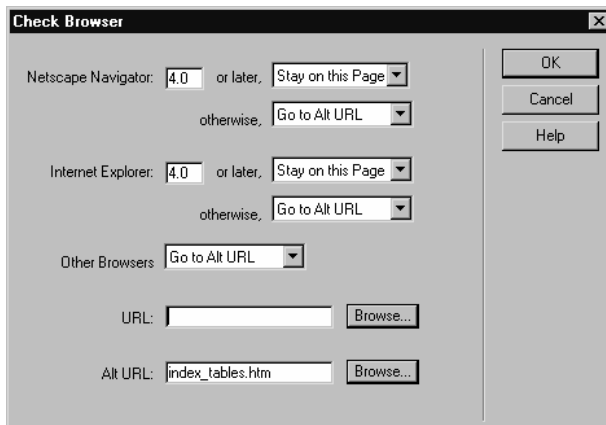


Figure 6-39 The redirection settings for the main home page.

**TIP** *Dreamweaver can easily convert Web pages that use layers into Web pages that use tables, making the pages compatible with older browsers. To do so, first make sure that all content is in layers, and that there aren't any nested layers. Then choose the Modify menu's Layout Mode command, and choose Convert Layers To Table from the submenu. To convert a page that uses CSS styles back to normal HTML, choose the File menu's Convert command and choose 3.0 Browser Compatible from the submenu.*

## Making Your Home Page Resolution-Independent

Your Web site is going to be viewed at many different screen resolutions and window sizes, so it's important that your home page (and entire site) look good at the widest possible range of sizes. Some visitors will be browsing with old computers running their display at 640x480, some will be using giant monitors at 1600x1280 resolution, and some will even be using a TV-based Web appliance, possibly running at 544x372 resolution. Figure 6-40 shows a resolution-independent Web page at 640x480 resolution; Figure 6-41 shows the same page at a fairly typical 1024x768 resolution.

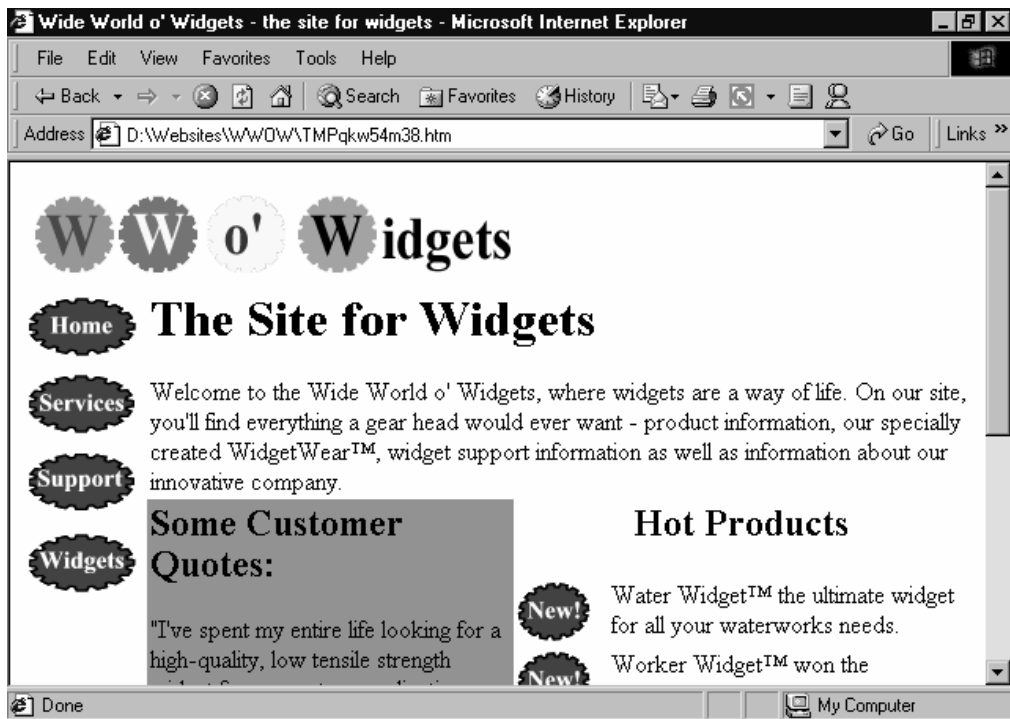


Figure 6-40 A Web page that looks good at 640x480 resolution.

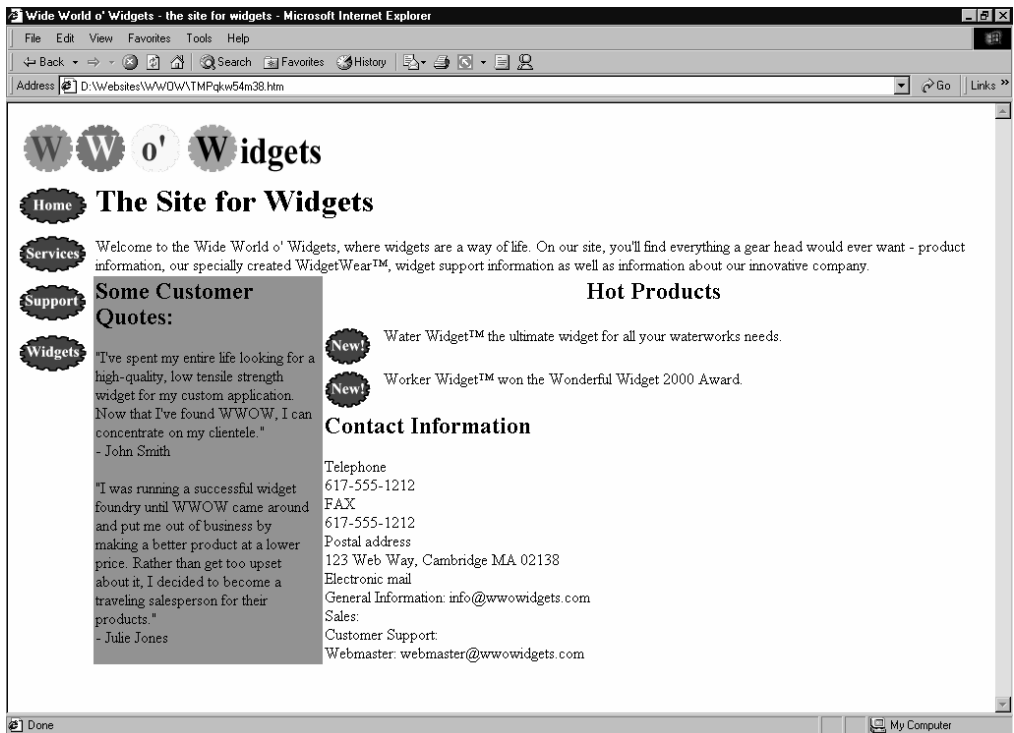


Figure 6-41 The same page, scaling well to a higher resolution of 1024x768.

Dreamweaver makes it easy to preview how your Web pages will look at different resolutions. Simply click the Window Size display on the status bar and select a resolution from the pop-up menu. Dreamweaver adjusts its window size to match the typical viewable area that visitors will have in their Web browsers when viewing your page.

Thus, if visitors have their monitors set to 800x600 resolution and have their Web browser windows maximized (filling the screen), typically only 760x420 resolution will be available for viewing pages, after accounting for the Web browser's menu bar, status bar, and toolbars.

Here are some recommendations for making your site look good at all these resolutions:

- Don't overload your home page and other pages with so much content that the pages are wider than a 640x480 screen. It's okay to have long pages so that users have to scroll down, but users should never have to scroll from side to side.
- Make sure that your graphics aren't too wide to fit in a 640x480 screen (or 544x372 for WebTV support).

- Don't press the Enter key at the end of each line of text. Dreamweaver automatically wraps lines as appropriate for a given window size *unless* you force line breaks by pressing Enter at the end of a line. Allowing Dreamweaver to wrap the lines makes your pages adapt well to both higher and lower resolutions.
- If you need to force a line break, but don't want to create a new paragraph, press Shift-Enter to insert a line-break tag (<br>).
- When creating tables, use Dreamweaver's Autostretch feature to permit columns to shrink and expand in size.
- When creating tables, also consider using the Clear Cell Heights command (accessible the same way the Autostretch feature is accessed in Layout view) to make cells only as high as the content they contain.
- If you're creating tables in Standard view, specify the table size in percentage, not in pixels. This allows the table to grow in size to fill large-size windows.
- When creating layers, try to size your main body text layer relatively by using a percentage, for example, 85% width. You'll have to tinker a bit, since other layers will be sized absolutely, but using percentage allows the main part of your page to grow and shrink with window size.
- Size horizontal lines in percentage, not in pixels.
- Test your pages at high and low resolutions and with a variety of different window sizes. You can use the Window Size feature of the status bar to resize the Dreamweaver window to reflect different screen resolutions, but you should also preview your pages in a Web browser.

## Summary

In this step, we showed you some specific techniques you can use to make your Web pages more effective. This included ways to sharpen up your home page by improving site navigation and increasing visual appeal, as well as how to make all the pages in your Web site consistent in appearance and how to create advanced page layouts using layers and tables.

## *Step 7*

# DEPLOY YOUR WEB SITE

### **Featuring:**

- Testing Your Web Site
- Publishing Your Web Site
- Publicizing Your Web Site
- Monitoring Your Web Site

**A**fter you create your Web site with Dreamweaver, you need to perform several important tasks as part of deploying the site. You want to test that everything works properly; you need to publish your site's pages to the server; you need to promote your site to generate traffic; and you need to monitor your site on an ongoing basis, keeping track of the number and type of visitors and collecting any forms results.

**TIP** *It's important to revise your Web site frequently to keep the content fresh and up-to-date. To do so, simply open and edit your pages as described in "Step 5: Create Your Pages." Consider assigning this task to a staff person to perform on a daily, weekly, or as-necessary basis.*



# Testing Your Web Site

Testing before publishing your Web site can result in fewer complaints from visitors as well as a more effective site.

Here are some recommendations for Web site tests:

- Check your site for broken hyperlinks.
- Check your site for poorly coded pages.
- Test your site with different Web browsers.
- Perform usability testing with users who haven't yet seen your site.

**TIP** *You should also make sure that none of your pages require too much time to download. Unfortunately, Dreamweaver provides no centralized method of doing this, so you'll have to open each page manually and check the download time indicator on the status bar.*

## Testing and Fixing Hyperlinks

Broken hyperlinks, the scourge of Webmasters everywhere, can be easily vanquished using a couple of tools provided by Dreamweaver. The first is the Check Links Sitewide command that allows you to check the status of all hyperlinks in your site. The second is the Change Link Sitewide command, which you can use to change all occurrences of a hyperlink to a new address.

### Checking Hyperlinks

Although Dreamweaver generally does an admirable job of maintaining valid hyperlinks as you move and rename filenames, it's not perfect, and inevitably broken hyperlinks creep into your Web site. You can use Dreamweaver to check individual Web pages for broken hyperlinks, or you can check your entire site all at once.

To check your hyperlinks, follow these steps:

- 1. Open the Site window.**

Click the Show Site button on the right side of the status bar to display the Site window.

- 2. Choose the Site menu's Check Links Sitewide command, as shown in Figure 7-1.**

Alternatively, select one or more pages in the Local Folder pane or Site Map and choose the File menu's Check Links command to test hyperlinks only in the selected pages.

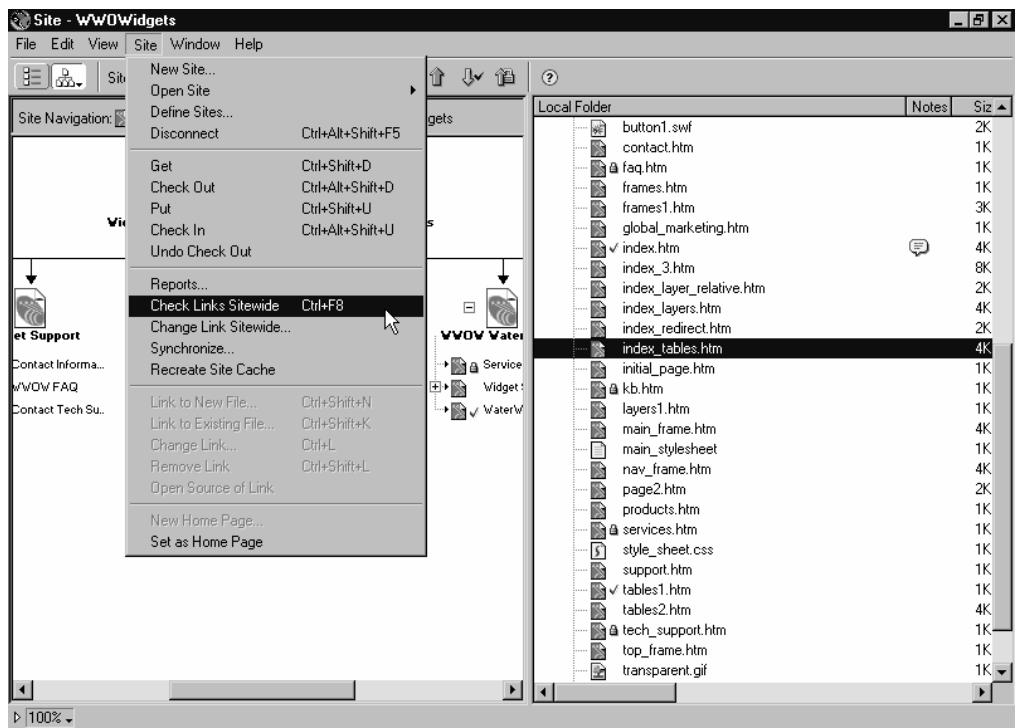


Figure 7-1 Using the Check Links Sitewide command.

### 3. Review the broken links.

In the Link Checker dialog box, shown in Figure 7-2, review the list of broken hyperlinks. The Files heading shows which files contain broken hyperlinks, and the Broken Links heading displays the incorrect hyperlinks.

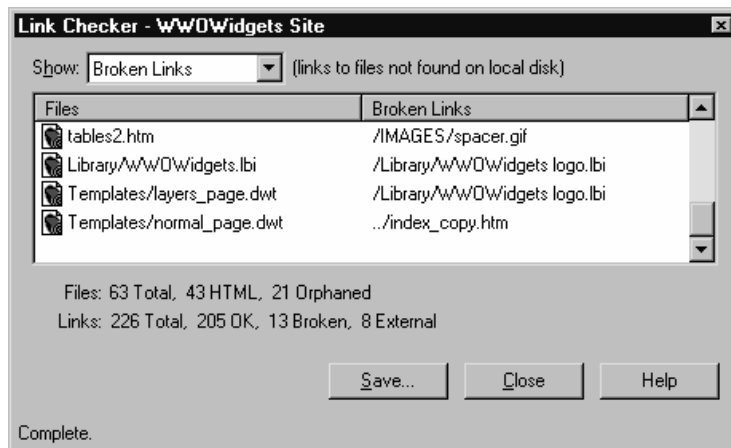


Figure 7-2 The Link Checker dialog box.

#### 4. Fix broken links.

Double-click a file in the Files column to open it and edit it directly. You can also select the file, click the broken link next to it, and type in the correct link, or click the small folder icon that appears to the right of the broken link to locate the correct file.

**TIP** Use the *Change Link Sitewide* command, discussed in the following section, to change a broken link that appears multiple times on your pages.

#### 5. View orphaned files.

Choose Orphaned Files from the Show drop-down list box in the Link Checker to display a list of files that haven't been linked to on your site. Although orphaned files don't affect visitors, they can take up extra server space. If you are running out of space on your Web server, look for orphaned files to delete.

#### 6. View external links.

External links, or hyperlinks to locations outside of your own Web site, frequently break as the Web sites you link to reorganize their sites or go out of business. To view a list of external hyperlinks so that you can check their validity, choose External Hyperlinks from the Show drop-down list box in the Link Checker. Unfortunately, you'll have to test the links manually by entering them in a Web browser.

#### 7. Optionally, save the report.

To save the Link Check report as a tab-delimited text file that you can import into a spreadsheet program such as Microsoft Excel, click Save, enter a name ending with the .txt file extension in the File Name box, and click Save.

## Changing Hyperlinks

Dreamweaver lets you easily change all instances of a hyperlink in your Web site, which can be particularly valuable for fixing broken hyperlinks. This feature can also be handy when you want to update a link to point to new content. For example, if you have a monthly column, you could easily change all "Current Month" hyperlinks to point to the new month's column instead of the previous month's column.

To use this feature, follow these steps:

1. **Open the Site window.**

Click the Show Site button on the right side of the status bar to display the Site window.

2. **Select the link you want to change.**

Optionally, select a file from the Site Map or the Local Folder pane from which you want to divert hyperlinks.

3. **Choose the Site menu's Change Link Sitewide command.**

4. **Select the hyperlink to change.**

In the Change All Links To box of the Change Link Sitewide dialog box, shown in Figure 7-3, enter the link you want to change, or click the folder icon to select the file from which you want to divert links.

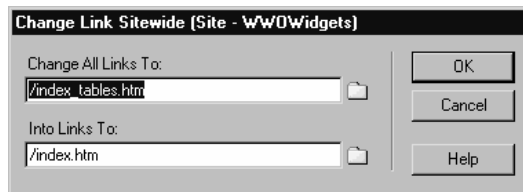


Figure 7-3 The Change Link Sitewide dialog box.

5. **Enter the new hyperlink.**

Enter the new hyperlink in the Into Links To box, or click the folder icon to select the file to which you want to make all new links.

6. **Click OK, and select the pages to update.**

Dreamweaver displays the Update Files dialog box, as shown in Figure 7-4. Select the pages you want to update (hold down the Ctrl key while clicking to select multiple pages), and then click Update. Dreamweaver processes the selected files, changing each hyperlink.

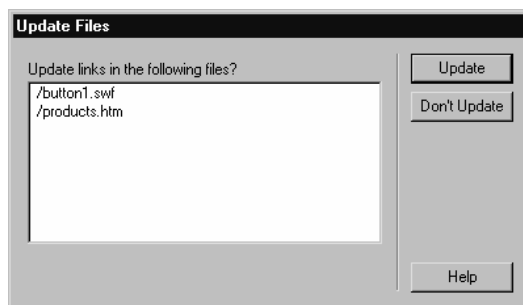


Figure 7-4 The Update Files dialog box.

**NOTE** *When replacing hyperlinks, Dreamweaver uses the addressing format used by the hyperlink it replaces on a page-by-page basis. Thus, if your index.htm links to your contact.htm page using a document relative address, this format will be maintained, as will the site-root relative address used by a different page. The Relative To drop-down list box available in the Select Link To Change dialog box has no effect on the links replaced using the Change Link Sitewide command. For more information on addressing, see "Appendix B: An Introduction to HTML."*

## Testing Your Site in Different Browsers

Dreamweaver does a pretty accurate job of portraying your Web pages as they will appear in a Web browser. However, your Web site might look drastically different when displayed in another company's Web browser or on a non-PC platform, such as WebTV. In order to confirm that your Web site is functional and effective for all your visitors, you need to test your site using several different browsers.

The easiest way to test your site in several browsers is to open each Web browser using Dreamweaver's Preview In Browser command. If you have Web browsers installed on your computer that don't appear in the Preview In Browser list, you should add them to this list. The following sections show you how to do these tasks.

**TIP** *In addition to previewing your Web pages in a number of browsers, you should also run a browser compatibility check using Dreamweaver's Check Target Browsers feature, as discussed in "Step 6: Polish Your Pages."*

## Previewing Web Pages

To preview a Web page you've created in Dreamweaver, open the page, choose Preview In Browser from the File menu, and then choose a browser from the submenu. Figures 7-5, 7-6, 7-7, and 7-8 show a Web page created in Dreamweaver, as displayed in Microsoft Internet Explorer 5.5, Netscape 6, Netscape Navigator 4.75, and Opera 5.

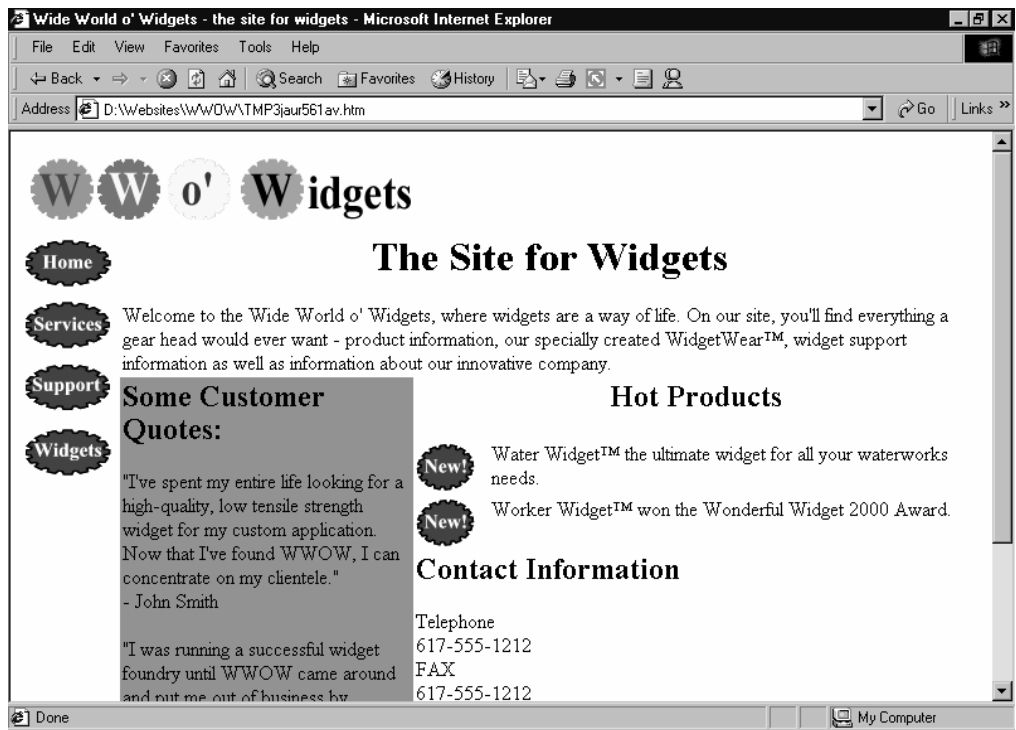


Figure 7-5 A Web page as it appears in Internet Explorer 5.5.

**NOTE** *Test your Web site with the latest versions of Internet Explorer and Netscape Navigator. If you have access to computers running older versions of the browsers or a different browser, such as Opera, consider testing your site in these browsers, too. Testing on Macintosh and information appliances (such as WebTV) is usually easiest to do after your site has been published to the Internet.*



Figure 7-6 The same Web page in Netscape 6.

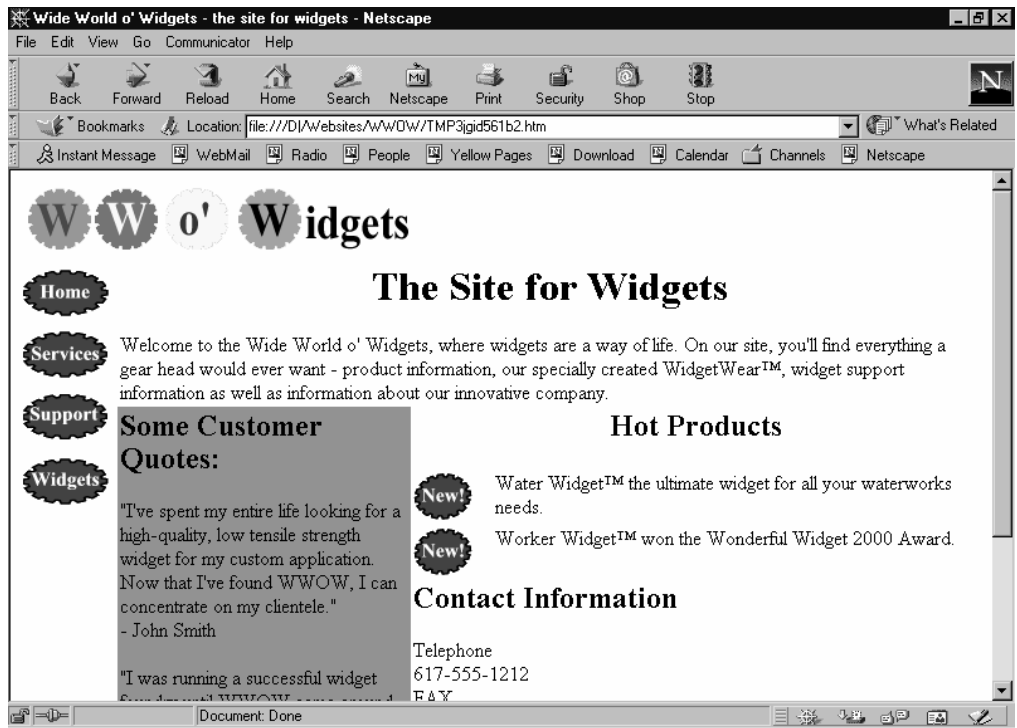


Figure 7-7 The same Web page in Netscape Navigator 4.75.



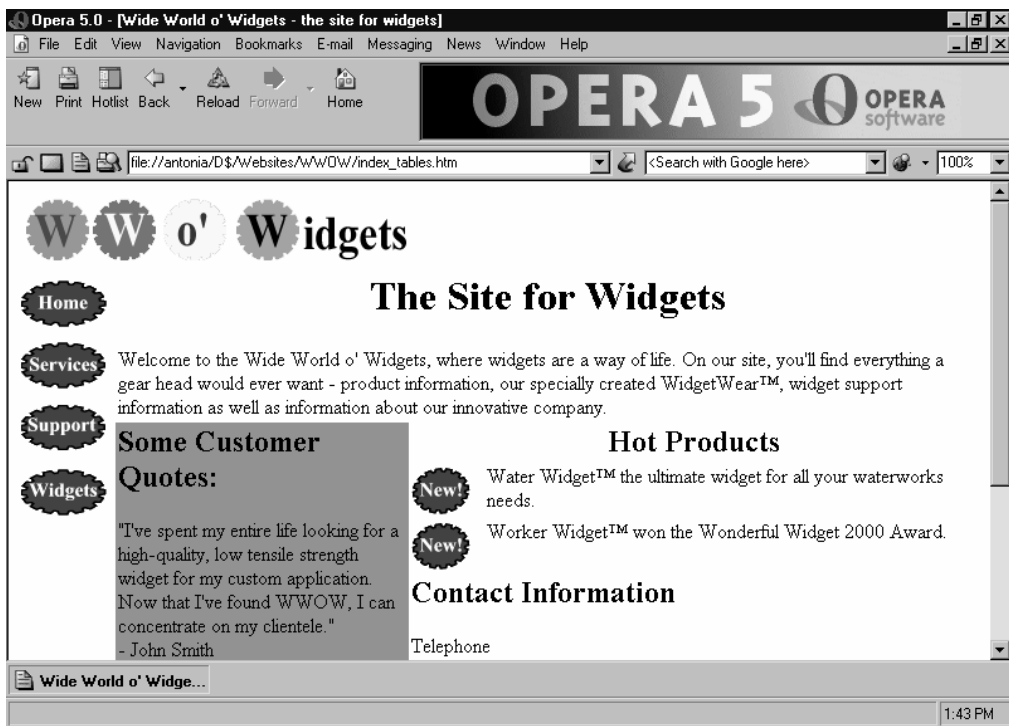


Figure 7-8 The same Web page in Opera 5.

After opening your Web site in a couple of browsers, spend a few minutes testing all the links and examining each page. Is the layout consistent on all the browsers? Do all the features work as expected? Make notes on which pages have problems, and then go back into Dreamweaver and see whether you can fix them.

## Adding Browsers to the Preview In Browser List

If your Web browsers aren't set up to work with Dreamweaver's Preview In Browser command, then follow these steps:

### 1. Open the Preferences dialog box.

From the Dreamweaver Document window, click the Preview/Debug In Browser toolbar button, and then choose Edit Browser List from the pop-up menu, as shown in Figure 7-9.

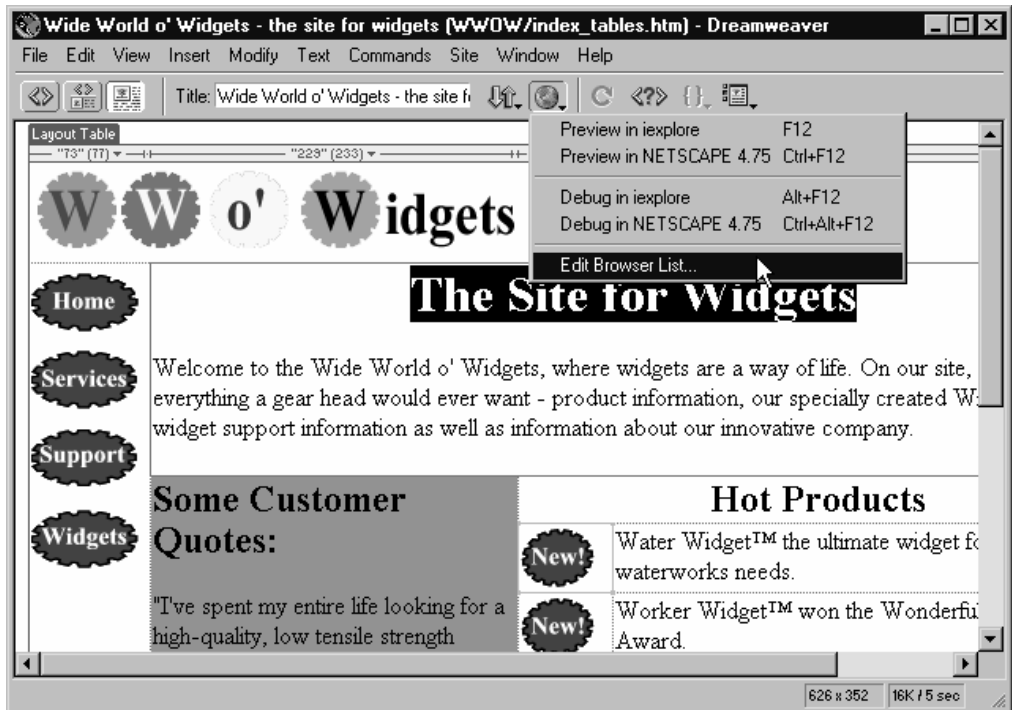


Figure 7-9 Choosing the Edit Browser List command.

## 2. Add your browser.

Click the plus sign in the Preview In Browser section of the Preferences dialog box, as shown in Figure 7-10.

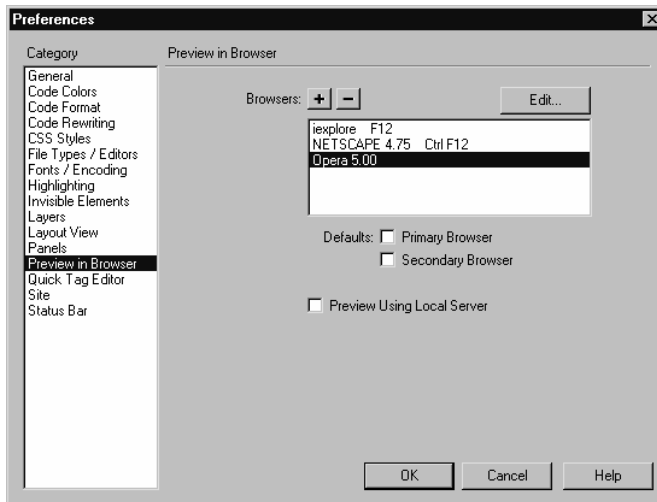


Figure 7-10 The Preferences dialog box.

### 3. Specify your browser settings.

In the Add Browser dialog box, shown in Figure 7-11, enter the name of the browser, and then click Browse to locate the program file for your browser. Select the Primary Browser check box to make this your default browser in Dreamweaver, or select the Secondary Browser check box to make the browser your secondary browser. (The primary and secondary browsers have their own hotkeys you can press to quickly preview your page in the browser.)

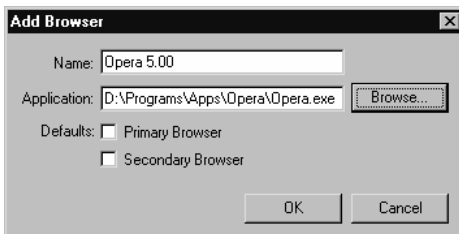


Figure 7-11 Adding a browser to the Preview In Browser list.

### 4. Modify the browser list.

In the list of browsers (see Figure 7-10), select a browser and click Edit to change the browser's display name. To delete a browser from the list, select it and click the minus sign. To preview Web pages using your computer's Web server (if you have a Web server such as Internet Information Server installed on your computer), select the Preview Using Local Server check box.

**NOTE** *Using the Preview Using Local Server check box will enable some Web pages to preview more accurately (images and links that might not work otherwise often do when previewed this way); however, some things don't work as well, such as site-root relative hyperlinks. The best way to test a Web site is to publish it to a Web server—either on the company network or on the Internet—and then test the pages there.*

## Usability Testing

In addition to testing for broken links and browser incompatibilities, you'll find it informative to perform some degree of usability testing. Here are some ideas for simple usability tests:

- Recruit people who aren't involved in the Web site project to test your site. The feedback of your customers or other people in your target audience can be invaluable in evaluating the effectiveness of your site. For very small organizations, even recruiting family and friends to test your site can provide valuable feedback.

- Develop some purposeful tasks for your testers to perform, and then watch how they accomplish them. You might use tasks such as “find the company contact information” or “find the product information for product x.” If you need to interject and help the testers, your site might need more work.
- Pay special attention to the navigational structure of your Web site. How well can users locate information using your site? (See “Step 3: Collect and Organize Your Content” and “Step 6: Polish Your Pages” for more information on creating an effective navigational structure.)
- Test your Web site at a variety of resolutions. (See “Step 6: Polish Your Pages” for more information on creating resolution-independent Web pages.) We recommend that you test your site at 640x480 (a fairly low resolution) and at 1024x768 (a typical high resolution).
- If you decide to publish your site immediately, perform the testing after it is published. A short user survey on your Web site can also be a valuable way of gathering feedback on the effectiveness of your site.

**NOTE** *If your site contains online ordering capabilities, it is very important to thoroughly test your system no matter what the size of your company or Web site. For more information about online ordering, see “Appendix D: Creating Web Stores.”*

## Publishing Your Web Site

When you’re ready to make your Web site available to the general public on the World Wide Web, you need to publish it to the Internet. Publishing your site to your Web hosting company’s Web server is easy. To do this, follow these steps:

### 1. Open the Site window.

Click the Show Site button on the right side of the status bar to display the Site window, as shown in Figure 7-12.

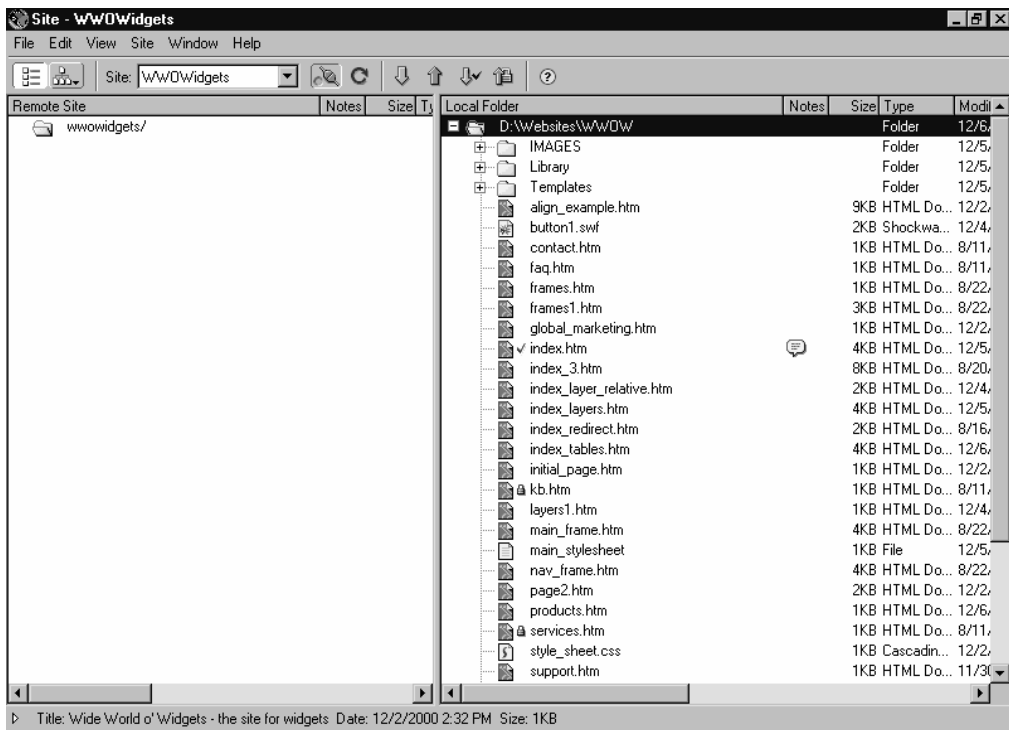


Figure 7-12 The Dreamweaver Site window.

## 2. Connect to your remote site.

Click the Connect toolbar button to connect to your remote site. (You might need to connect to the Internet first.) The contents of the remote site are displayed in the Remote Site pane.

## 3. Choose the Site menu's Synchronize command.

To manually publish only a few files, select the files and click the Put toolbar button. To retrieve a few files from the remote site, select them and click the Get toolbar button.

## 4. Specify how many files to synchronize.

In the Synchronize drop-down list box, select Entire Site to synchronize all files in the site or select Selected Files Only to synchronize only the currently selected files in the local folder or remote site, as shown in Figure 7-13.

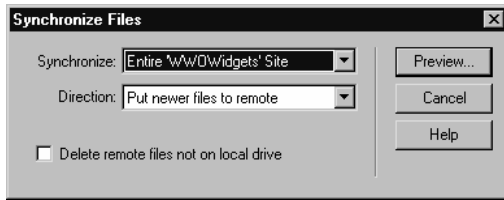


Figure 7-13 The Synchronize Files dialog box.

## 5. Specify a direction in which to transfer files.

In the Direction drop-down list box, select Put Newer Files To Remote to publish only new files from the local folder to the remote site. Alternatively, select Get Newer Files From Remote to retrieve only new files from the remote site, or select Get And Put Newer Files to synchronize the remote site and local folder with each other, downloading and uploading the newest files. Select Delete Remote Files Not On Local Drive if you want to remove orphaned files from the remote site, freeing up some server space.

## 6. Click Preview.

Dreamweaver checks the remote site and local folder to see which files are newest, and then displays the Site dialog box, as shown in Figure 7-14.

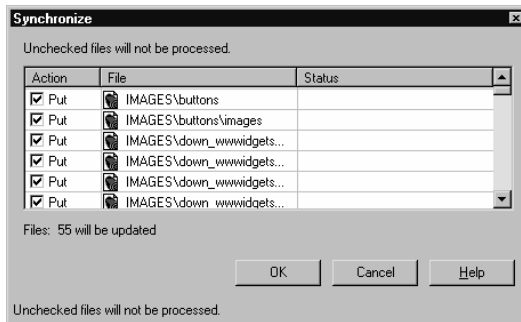


Figure 7-14 Selecting which files to synchronize.

**NOTE** *If you get an error message, you may need to reconnect to your remote site, because many FTP servers will timeout if you take too long after connecting to do something.*

## 7. Select the files to synchronize.

In the Site dialog box clear the check boxes for any files you don't want to synchronize, and then click OK. Dreamweaver synchronizes the files and displays the results in the Site dialog box.

**WARNING** *All the users who work on your Web site should make sure that their computer clocks are synchronized; otherwise, it's possible that one user could overwrite changes made by another.*

## Publicizing Your Web Site

In order for your Web site to succeed, you need to publicize it. There are a number of ways to publicize your site, both on and off the Internet. The online methods include search engines, online advertising, newsgroups, and mailing lists. Offline methods include placing links on all print material your company or organization creates, Yellow Pages ads, and newspaper ads. These methods are discussed in greater detail in the sections that follow.

**TIP** *One form of publicity that we don't cover here is word of mouth. This is not a method to underestimate. The best way to stimulate positive publicity via word of mouth is to have high-quality, timely content on your Web site.*

## Submitting Your Site to Search Engines

Since most people locate a Web site using a search engine, the most important step you can take to publicize your site is to submit it to the top search engines. Although this process takes some time, it is very important.

**TIP** *Avoid using a search engine submission service. These services usually offer to submit your site to hundreds of search engines for a sum of money—sometimes with recurring fees. Since the vast majority of searches are conducted on only a handful of search engines, this level of submission is superfluous. In addition, submission firms usually don't submit your site to directory-based search engines, or if they do, they do an inadequate job of it. Take the time to submit to search engines yourself—it's worth it.*

## Understanding Search Services

Before you start submitting to search engines, it helps to understand them. There are three types of search engines: crawler-based search engines, directories, and the hybrid search engine, which is a combination of the first two.

Crawler-based search engines automatically crawl (explore) the Web, examining Web sites and adding the relevant information from each site into their search databases.

Directories such as Yahoo! take descriptions submitted by Web site authors and use human editors to review the submissions. The editors then create a hierarchical, topic-based directory out of the Web sites submitted that visitors can either browse by topic or perform a search on.

Hybrid search engines are usually search engines that also contain a human-created directory. Editors create the directory by looking at the search engine's results, the actual Web sites, and sometimes sites that are submitted by site authors to the hybrid directory.

**NOTE** *A few search services don't fit neatly into the crawler-based, directory, or hybrid categories. For example, Ask Jeeves ([www.askjeeves.com](http://www.askjeeves.com)) uses a natural-language-processing search engine that searches a human-created database of Web sites. Mamma.com is a metasearch engine—a search engine that performs searches on a number of other search engines.*

## Submitting to Search Engines

The type of search engine determines how you'll submit your site. Crawler-based search engines generally request only your Web site's URL, as shown in Figure 7-15. The search engine then automatically visits your site, determines the content of your site, and adds it to the search engine's database.



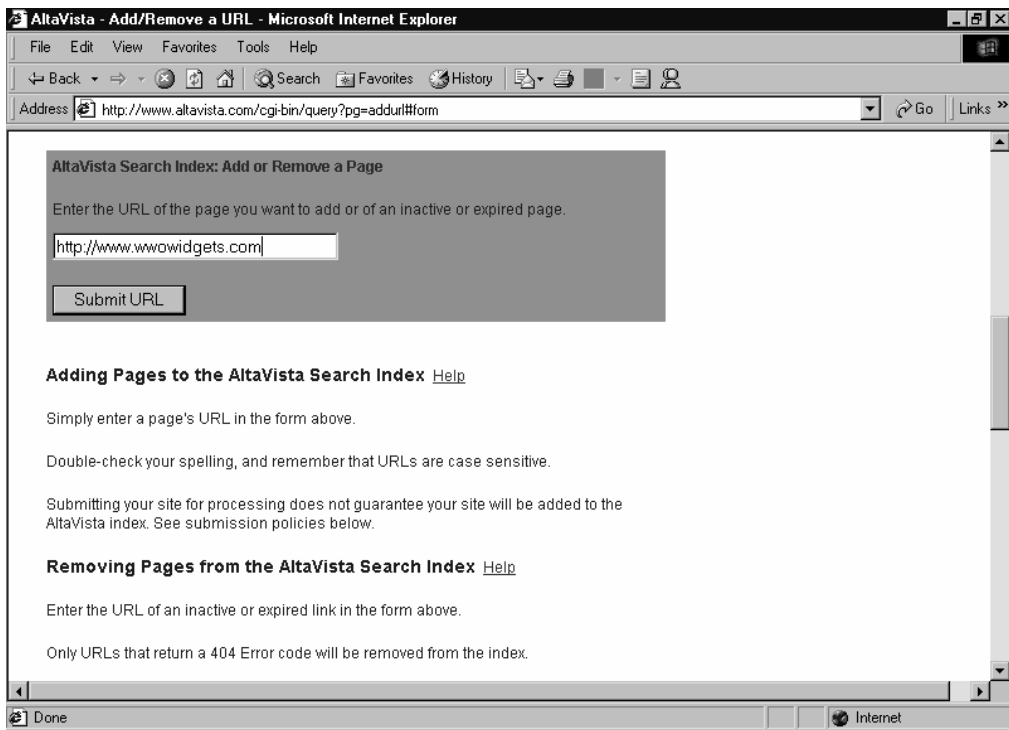


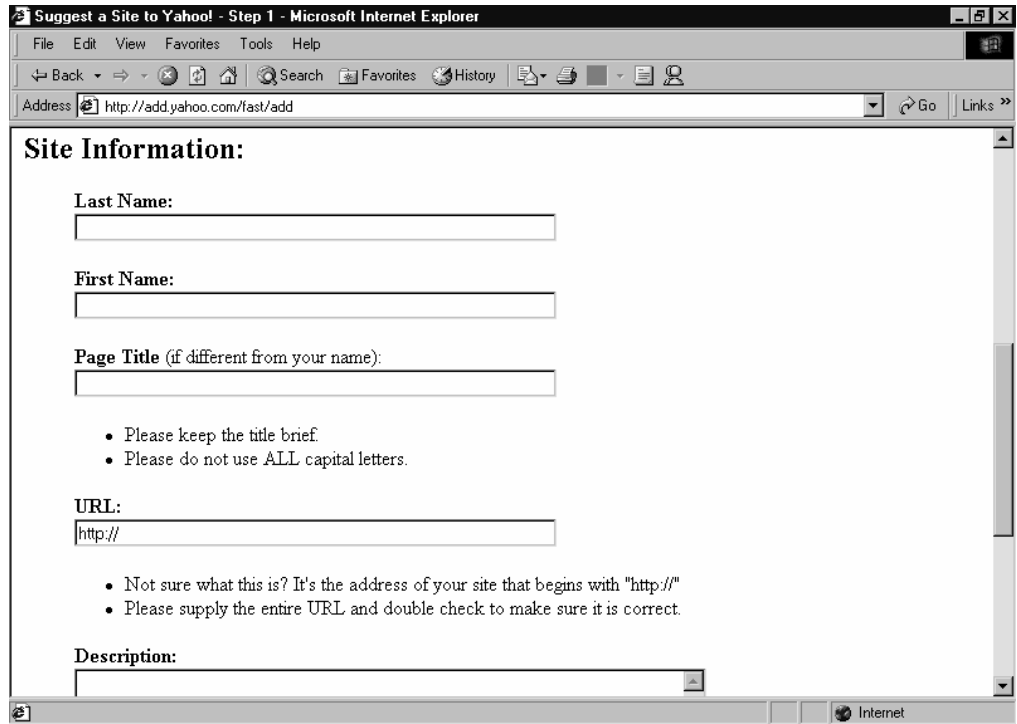
Figure 7-15 Submitting to a crawler-based search engine.

**TIP** *Although search engines generally look into your Web site for content on pages other than your home page, you can't always count on this, so it's a good idea to submit your two or three most important pages separately to each search engine. (Make sure each of these pages has Description and Keywords meta tags inserted and a good title.) But limit yourself to two or three pages; submitting too many pages to the same search engine can actually cause a search engine to exclude your site.*

Directory-style search engines require a greater amount of effort for submission. First, visit the directory (such as Yahoo!) and perform some searches for content similar to that of your Web site.

Second, take note of the kinds of sites that are returned in the search results and the categories under which they're listed. It's very important with directories to find the most specific and appropriate category for your site, so do some exploring. (Your site may belong in multiple categories. If this is the case, note each one.)

Third, read the directory's Site Submission Tips or the equivalent page for the procedure the directory wants you to follow when submitting your site. Most require that you navigate to the category under which you want to list your site, and then click the Suggest A Site link. Fourth, in the actual submission form, as shown in Figure 7-16, submit the title of your Web site (generally your official business or company name), your site's URL, and a 25-word-or-less description of your site.



The screenshot shows a web browser window titled "Suggest a Site to Yahoo! - Step 1 - Microsoft Internet Explorer". The address bar shows "http://add.yahoo.com/fast/add". The main content area is titled "Site Information:" and contains the following fields and instructions:

- Last Name:** [Text input field]
- First Name:** [Text input field]
- Page Title (if different from your name):** [Text input field]
  - Please keep the title brief.
  - Please do not use ALL capital letters.
- URL:** [Text input field containing "http://"]
  - Not sure what this is? It's the address of your site that begins with "http://"
  - Please supply the entire URL and double check to make sure it is correct.
- Description:** [Text input field]

Figure 7-16 Submitting to Yahoo!'s directory.

**TIP** *Make your site description more than just a series of keywords. It should be a succinct, well-written summary of what visitors will find on your site.*

Table 7-1 lists search engines that we recommend you submit your site to, their URLs, and their type.

SEARCH ENGINE	URL	SEARCH ENGINE TYPE
AOL Search	<i>search.aol.com</i>	Hybrid using Open Directory
AltaVista	<i>www.altavista.com</i>	Hybrid using Open Directory and Looksmart
Direct Hit	<i>www.directhit.com</i>	Crawler-based, modified by popularity
Excite	<i>www.excite.com</i>	Crawler-based
Go/Infoseek	<i>www.go.com</i>	Hybrid
Google	<i>www.google.com</i>	Crawler-based, modified by popularity
HotBot	<i>www.hotbot.com</i>	Hybrid, with results from Direct Hit and Open Directory
LookSmart	<i>www.looksmart.com</i>	Directory
Lycos	<i>www.lycos.com</i>	Hybrid, using Open Directory
MSN Search	<i>search.msn.com</i>	Hybrid, using LookSmart
Netscape Search	<i>search.netscape.com</i>	Hybrid, using Open Directory
Northern Light	<i>www.northernlight.com</i>	Crawler-based
Open Directory	<i>dmoz.org</i>	Directory
Snap	<i>www.snap.com</i>	Directory
WebCrawler	<i>www.webcrawler.com</i>	Crawler-based
Yahoo!	<i>www.yahoo.com</i>	Directory

Table 7-1 The major search engines.

## Online Advertising

In addition to submitting your Web site to search engines, a number of other methods are available for advertising on the Web. Some of these are fairly effective in increasing the number of visitors to your Web site, and some are probably a waste of time and money. In the following sections, we offer some recommendations on which methods to consider and which to avoid.

**TIP** *A clever technique to use when advertising your Web site is to create special pages for each ad and send prospective customers to these pages instead of your standard home page. This allows you to include information relevant to the ad's message right on the first page that visitors will see. This also facilitates a way of gauging the success of the ads. Because these pages can be reached only from your ads, monitoring the number of hits these unique pages get tells you how successful the ads are.*

## **Purchasing Banner Ads**

The most obvious method of online advertising is the banner ad. Banner ads are the ubiquitous (and often disregarded) rectangular ad boxes that adorn most Web sites.

In general, we recommend that you avoid paying for banner ads. They require too much time and effort to create, cost money, and are limited in their ability to draw visitors to your Web site.

However, if there are any prominent Web sites that draw your target audience (such as sites that cover topics related to your company or organization), it may be advantageous to purchase a banner ad. Consider hiring a graphics professional to design your ad if you go this route.

## **Purchasing Ads on E-Mail Newsletters**

If there are any e-mail newsletters that reach your target audience, consider purchasing an ad to be included in the newsletter. Newsletters reach targeted, interested audiences, which are two things that can make your ad more effective. Since e-mail newsletters usually contain minimal graphics, any ad you place in a newsletter will most likely be text-only, which greatly reduces the cost of creating the ad. If advertising on an e-mail newsletter sounds appealing to your company or organization, use *www.list-universe.com* to search for an appropriate newsletter, and then subscribe to it and read it to make sure that it's suitable. If so, contact the newsletter's operator to negotiate prices for an ad. (Don't just reply to the newsletter though, make sure to locate the correct contact address.)

**TIP** *While the most established newsletters, like high-caliber Web sites, won't negotiate much (if at all) on ad prices, smaller newsletters often will. Do some research and see what similar newsletters are charging, and make the newsletter an offer.*

## Link Exchanges and Web Rings

One of the best methods of advertising online is to get other Web sites to link to your site, creating what's known as a link exchange. This method is cost-effective (free) and can also increase your ranking in search engines that pay attention to the number of links to a particular Web site.

There are three ways that you can establish links to your company or organization's site. First, use a Link Exchange service that allows you to exchange links with other random Web sites; second, join a Web ring of sites that are similar to your own; and third, contact Web sites personally and inquire about exchanging links.

Link Exchange services often don't work well for most companies and organizations. This is because the site that ends up linking to yours frequently doesn't have anything to do with your site's purpose, so it is unlikely to generate visitors who are interested in viewing your site.

Web rings devoted to a topic covered by your Web site are an effective means of attracting traffic to your site. The way a Web ring works is that Web sites with a common topic contact each other, decide to set up a Web ring, and then pay to place a banner ad for the Web ring on their home pages, as shown in Figure 7-17. This banner ad is usually configured with automatically updated links to other sites in the Web ring. By joining the Web ring, your site becomes accessible through these links and is also listed in the Web ring's directory. The site [www.webring.com](http://www.webring.com) is a good place to look if you are interested in joining a Web ring.

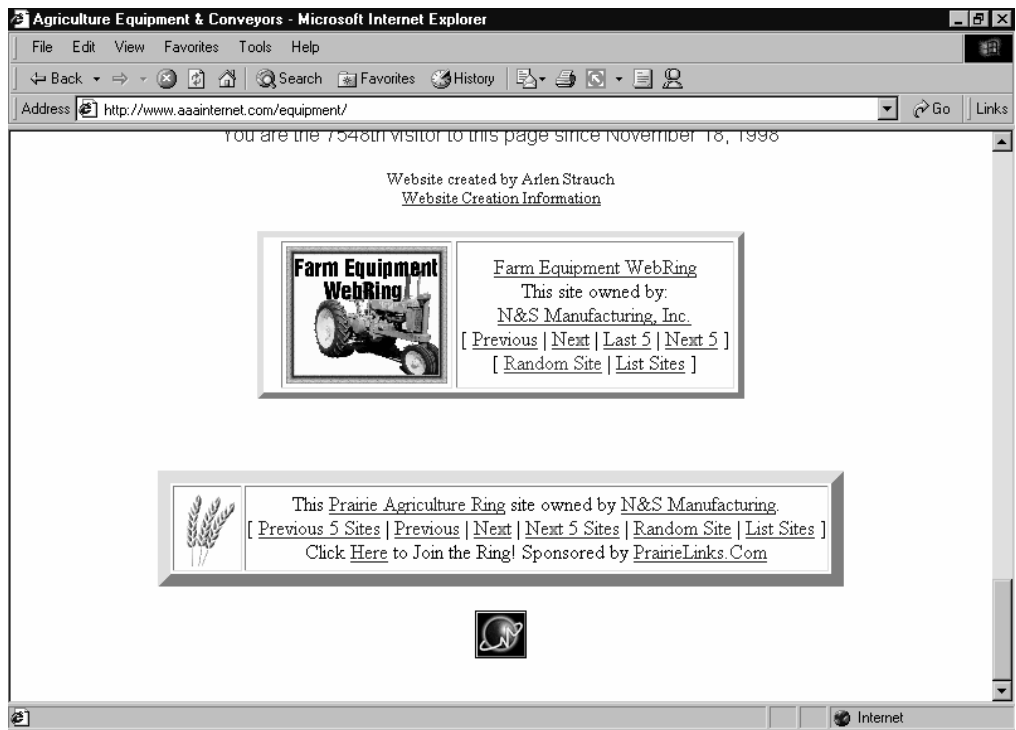


Figure 7-17 A Web site with a couple of Web ring ads.

Contacting Web sites personally by manually identifying sites that are complementary to your target audience's interests is an effective way of advertising online. Once you've identified Web sites that cover similar or related topics, contact the sites' Webmasters about setting up a link exchange.

**TIP** *One way to convince a Web site to exchange links is to place a link to their site on your Web site, send them an e-mail informing them of this, and then suggest that they link to your site as well.*

## Using Newsgroups to Gain Exposure

Newsgroups in general aren't the best place to publicize a Web site. Newsgroup participants usually react negatively to ads placed on newsgroups, and the dynamic nature of newsgroups ensures that anything your company or organization posts will stay up for only a couple of weeks before getting deleted.

Having said this, you can effectively use newsgroups to publicize your Web site if you're careful about how you do it. Start by locating a newsgroup that deals with issues related to your company or organization's line of business and then posting some legitimate articles, such as tips or responses to questions other newsgroup members have. Make sure to include your Web site's URL and a brief description of your site in the signature for all posts you make. Being an active and positive participant in a newsgroup can reflect well on your company or organization and also bring additional visitors to your site—just be careful to avoid posting ads.

**TIP** *To find a suitable newsgroup, conduct a search on Deja.com at <http://www.deja.com/usenet>.*

## Creating a Mailing List

Mailing lists are a voluntary form of bulk e-mailing that allows a company or organization to easily send out mail, such as a newsletter or update, to a large number of people. Sending regular e-mails about your Web site or company to visitors who have joined your mailing list is an effective way of reminding visitors about your company and also featuring new or changed parts of your Web site. This increases the chances that they will visit your site again.

**NOTE** *Make sure that what you send via your mailing list is valuable content to subscribers. Otherwise, your subscribers will delete the message or unsubscribe from your list. This content can include tips, how-to sections, product specials, and new additions to your Web site. Always include instructions for unsubscribing to the list with every message you send.*

You can handle mailing lists using three different types of mailing programs: a standard mail program, a standalone bulk mail program, or a server-based mailing list program.

**TIP** *Whichever method you use to send your messages to mailing list members, consider creating a form on your Web site that visitors can use to subscribe to your mailing list. Many mailing list providers will give you code to use; otherwise, consider hiring a consultant to set up forms on your site.*

You can use a standard e-mail program, such as Microsoft Outlook or Outlook Express, to send mail to everyone on your list, provided the number of subscribers is small. To use Outlook or Outlook Express, create a separate folder in your Contacts folder or Address Book for the mailing list subscribers, create a contact for each subscriber, and then add each user to the BCC field of a new mail message. This method is inconvenient and slow, but it is relatively simple to set up and it can work well for a beginning mailing list. Most companies and organizations will find themselves quickly outgrowing it, however.

**NOTE** *Some Internet service providers limit the number of people you can send an e-mail message to at one time. If you have more than 100 people to e-mail, consider using a standalone bulk mailer or a server-based system.*

Another method is to use a standalone bulk mailer program, such as Aureate Group Mail (<http://www.group-mail.com>). Bulk mail programs are specially designed for sending out an e-mail message to a large number of mailing list subscribers. These programs are generally inexpensive (\$50 is a typical price) and are an appropriate option for companies or organizations that don't require the complexity of a server-based mailing list solution (as described below).

The most sophisticated and complicated method of creating a mailing list is to use a server-based mailing list program, such as L-Soft's Listserv ([www.lsoft.com](http://www.lsoft.com)) or Major-domo. Both of these programs are typically provided to you by your Web hosting company for an additional monthly fee—starting at roughly \$15 per month for a small number of subscribers. One advantage of using a server-based solution is the ability to allow users to subscribe and unsubscribe from the mailing list themselves, although this advantage is partially offset by the difficulty of configuring and maintaining the mailing list. If your company or organization finds itself outgrowing bulk mail programs though, a server-based mail program can be an excellent solution.



**TIP** *Many companies and organizations will find that Web-based mailing list providers such as eGroups.com and Listbot (www.listbot.com) are a better solution than the traditional Listserv and Majordomo programs. Additionally, many of these Web-based list servers can be used for free, provided you don't mind having ads inserted in your messages.*

## Offline Publicizing

Your company or organization can get so caught up in publicizing your Web site online that you forget about the more traditional channels of publicity, such as company publications, phone books, and newspaper ads, and traditional marketing methods, such as speaking engagements.

Any time that you draw attention to your business or organization, you'll increase the number of visitors to your Web site—provided that you make it clear to your audience how to find your Web site. Many people consider the Web their preferred source of information, so any time you want to provide people with a way of obtaining additional information about your company or organization, list your URL. In general, we recommend that you include your Web site's URL on every piece of advertising and literature your company creates—offline and online.

Here are some recommendations for offline channels that you may want to consider for publicizing your Web site:

- *Company letterhead.* Include your URL in your letterhead design.
- *Business cards, magnets, and stickers.* Print the company URL on all employee business cards, as well as magnets, stickers, and any other ephemera your company prints.
- *Print newsletters or other documents.* Include your Web site's URL prominently in any print newsletters or flyers your company or organization creates, and consider including a small summary or highlights of the information contained on your site.
- *Answering machine or voice mail.* Tell callers about additional information that can be obtained from your Web site, and provide the URL.
- *Phone books and newspaper ads.* Revise your Yellow Pages listing to include your URL, and make sure to print your URL in any newspaper or other print ads you run.
- *Speaking engagements and broadcast media.* Mention your Web site address during a media appearance, but keep the references short, professional, and low-key.

# Monitoring Your Web Site

After you publish and publicize your Web site, you may want to monitor it to determine the number of visitors who come to your site and the type of browsers they are using. This can give you a better feel for whether or not your Web site is achieving its desired results, demonstrate the effectiveness of your Web site publicity efforts, and perhaps reveal whether or not you need to rethink the browser compatibility of your site.

To obtain useful statistics on your Web site's usage patterns, such as the number of visitors coming to your site or what browsers they're using, you need to use a third-party monitoring solution. Typically, your Web hosting company will provide usage statistics for your site as a part of your Web hosting package, as shown in Figure 7-18. However, if this service isn't included with your hosting plan, or if the statistics provided are inadequate, you can use a third party to collect statistics on your Web site traffic. Some companies that offer Web site statistics collection include *www.counter.com*, *www.sitegauge.com*, and *www.fxweb.com/tracker*.

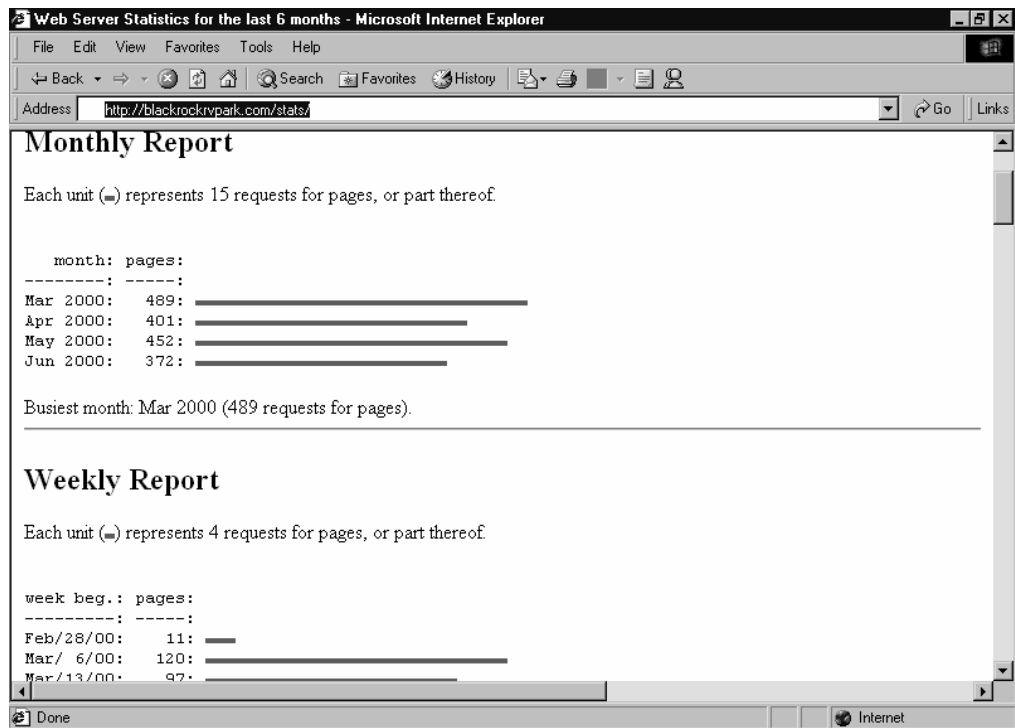


Figure 7-18 The traffic statistics for a Web site.

Here are some recommendations about what to look for when reading the statistics on your Web site:

- Total number of visits and average hits per day. This number tells you how many people are visiting your site, although it may include multiple visits by the same person.
- How visitors are finding your site. Some usage statistics show which Web sites referred visitors to your site. This data can help you determine your most important referral sources.
- What type of Web browsers visitors are using to view your site. Seeing the breakdown of which browsers and browser versions are being used to view your site helps you better tailor your site to your visitors.
- What type of operating systems are being used to view your site. This information can help identify the platforms on which you should be testing your Web site, as well as show you how up-to-date your visitors are.

## Summary

In this last step, we showed you how to test your site for errors or design problems, as well as how to publish the site to your Web hosting company's Internet Web server. We also gave you some strategies and suggestions for publicizing your site, both online and offline, as well as briefly discussing components to monitor on your Web site after it has been published.

## *Appendix A*

# INTERNET AND WEB BASICS

### **Featuring:**

- What Is the Internet?
- How Do Web Pages Work?

**I**n this appendix we present background information on the Internet and its many methods of communication so that you'll have the fundamental knowledge necessary to start the process of building a Web site for your company or organization.

## **What Is the Internet?**

The Internet is a worldwide collection of computers that are capable of “talking” to each other over some form of network connection. As such, the Internet is very similar to the telephone network; in fact, a large amount of Internet traffic is carried over the same physical cables as our telephone systems.

To use the Internet, you must connect to it. Once connected, there are a number of ways of communicating over it, such as by sending e-mail messages, browsing Web pages, or by using newsgroups, chat, or Internet telephones.

## **Connecting to the Internet**

There are several ways of connecting to the Internet. If you are a home or small business user, you probably connect to the Internet using a modem. To connect, you dial your Internet service provider (ISP) with your modem, which is connected to a normal telephone line. A server at the ISP answers the phone, and then connects you to

the Internet. This method is available anywhere there are phone lines, and it is relatively inexpensive (typically \$10 to \$20 per month). However, it is slow. A 56-kilobit modem can reach a maximum download speed of 53 kilobits per second (Kbps)—taking about two and a half to three minutes to download a 1 megabyte (MB) file, which is roughly the amount of text in this book and approximately two-thirds of the space on a 1.44MB floppy disk.

**NOTE** *Connection speeds are discussed in terms of kilobits per second (Kbps), while the size of files is discussed in kilobytes (KB) or megabytes (MB). They measure the same thing, except that there are eight bits in a byte, or eight kilobits in a kilobyte, making the numbers different by a factor of eight.*

Digital Subscriber Line (DSL) service is a high-speed form of Internet access that is becoming increasingly popular for both home users and small businesses. DSL also uses a normal telephone line, but requires that the telephone company have special digital equipment installed nearby in order to provide service. Thus, DSL isn't available in all areas.

When available, the service provides constant Internet connectivity. There's no need to dial the ISP with most DSL services because you're always connected. This type of service is much faster than a standard analog modem. DSL speeds range from 192Kbps to around 1.5Mbps, with typical speeds starting at around 300 to 600Kbps (faster speeds are usually available for more money). At 300Kbps, a 1MB file takes about 30 seconds to download. DSL typically costs about \$50 per month for the lowest-speed service up to around \$200 per month for the highest-speed service available.

DSL requires a DSL router or a DSL bridge—usually (but incorrectly) referred to as modems. (Technically, a modem is a device that turns digital information into sound and vice versa, whereas DSL remains purely digital.) These devices may be included for free when you sign up for service or may cost several hundred dollars. Many can be plugged directly into the uplink port on your network hub to allow computers to easily share the Internet connection.

Cable modems are another increasingly popular form of high-speed Internet access, but they are generally not available for businesses. When available, they are always-on digital connections that work over cable TV lines. Cable modems provide speeds that vary between 300Kbps and 2Mbps. Cable modem service usually costs around \$40 per month.

Integrated Services Digital Network (ISDN) is an older high-speed Internet connection that works over (mostly) normal telephone lines (a special ISDN digital connection needs to be set up by the telephone company). ISDN is popular with small businesses because of its wider service coverage (you can often get ISDN where you can't get DSL) and its ability to provide high-speed access. ISDN speeds typically start at 128Kbps and can be increased in increments of 64Kbps up to a maximum of roughly 1Mbps. ISDN costs about \$40 per month per 64Kbps of bandwidth (data transfer speed). ISDN, like an analog modem, isn't on all the time, but the connection time is so fast that it appears almost instantaneous.

Medium-size companies that need to share an Internet connection with more than about a couple dozen users will need to use a more sophisticated connection option, such as Frame relay. Frame relay and other so-called leased lines generally guarantee a certain amount of bandwidth, provide a lot of it, and charge you amply for it. Frame relay service typically is available with 128Kbps of throughput for around \$200 per month, or up to 1.5Mbps of throughput for \$600 per month.

**NOTE** *Wireless solutions are available, but until recently they have been used exclusively for mobile users owing to their very low speeds (9.6Kbps–28.8Kbps) and high per-minute costs. However, speeds are rising, with mobile wireless achieving 128Kbps and fixed wireless service (with roof-mounted antennas) reaching up to 10Mbps. As competition heats up, wireless costs will fall, as will the costs of other forms of Internet connections.*

The different throughput speeds can be challenging to interpret. Table A-1 summarizes the transmission times to move the photograph shown in Figure A-1. Note that the photograph—one of medium quality such as you might use as a full-page image in a Web page—is roughly 100 kilobytes in size.

CONNECTION	THROUGHPUT	TIME TO TRANSMIT
Modem	56.6Kbps	14 seconds
ISDN	128Kbps	6 seconds
Cable modem	300Kbps	2.5 seconds
DSL	600Kbps	1.2 seconds
Frame relay	1.5Mbps	Half a second

**Table A-1** Examples of transmission times for a simple photograph.

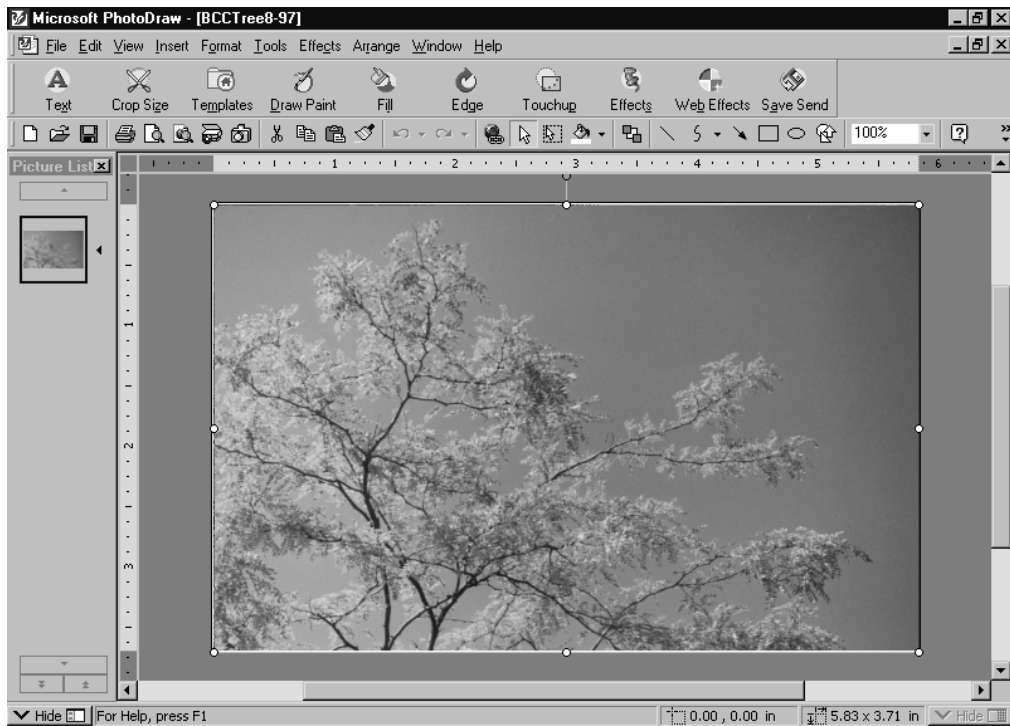


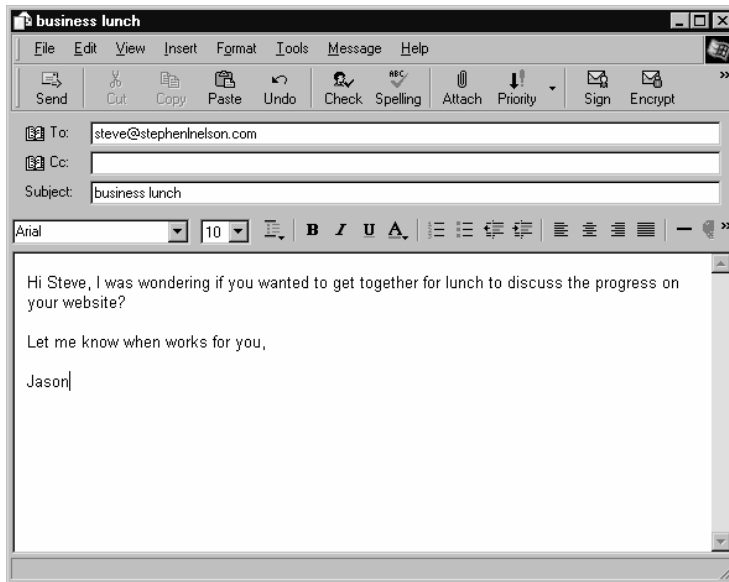
Figure A-1 A photograph in an image editor such as you might use on a Web page.

## Methods of Communication over the Internet

Computers that have an Internet connection can communicate with other computers on the Internet in a number of ways. The most common ways to communicate are via e-mail and the World Wide Web (WWW, or just “the Web” for short). Other methods that can be useful as a way of promoting your Web site or company include newsgroups, chat rooms, and Internet telephone applications.

### E-Mail

E-mail works like a virtual U.S. Postal Service. You write an e-mail message in an e-mail program—just like you might write a letter using a word processor or a pad of paper and a pen. Figure A-2 shows an example of the Microsoft Outlook Express e-mail message window.



**Figure A-2** An e-mail message.

To send the message, you connect to the Internet and click the Send/Receive button in your mail software to deliver the message to your e-mail “post office” (mail server). This is analogous to getting in your car and driving to the post office to drop off a letter. At both the virtual and real post offices, the next step is to sort the message and deliver it to the post office nearest to the recipient. The recipient then has to connect to the Internet and download his or her new message—like driving to a post office to pick up mail at a post office box.

## The Web

The Web works quite a bit differently from e-mail. A Web site consists of a number of specially formatted documents called Web pages that are linked to each other by hyperlinks and that are sitting on a server connected to the Internet.

To view a Web site, you use your Web browser program to request a specific Web page from the server storing the Web site. You do this by either clicking a hyperlink or entering the address (known as a Uniform Resource Locator, or URL) of the specific Web site. The Web server responds by sending the requested page across the Internet to your Web browser, which then reads the document, formats it appropriately, and displays it on the screen. Figure A-3 shows an example Web page.





Figure A-3 A Web page.

The Web has quickly become the most popular part of the Internet for three reasons. The first is the flexibility of the medium. Just about anything can be done in a Web page with a little ingenuity—from online shopping to online gaming. The second is how easy it is to use. Web browsers are fairly self-explanatory, and navigation consists of pointing at links and clicking a mouse button. The third reason is that companies and advertising are welcome on the Web—something that can't really be said of other parts of the Internet. (Although as described in “Step 7: Deploy Your Web Site,” there are acceptable ways to use these other parts to draw visitors to your site.)

## Newsgroups and Chat Groups

Newsgroups are very much like virtual bulletin boards. Anyone can post a message on the newsgroup for anyone else to see. All messages are stored on the news server, and you download only those messages you want to read. Figure A-4 shows an example of a message in a newsgroup. Newsgroups are organized on different topics and subjects of interest, providing a fairly dynamic medium for communication.

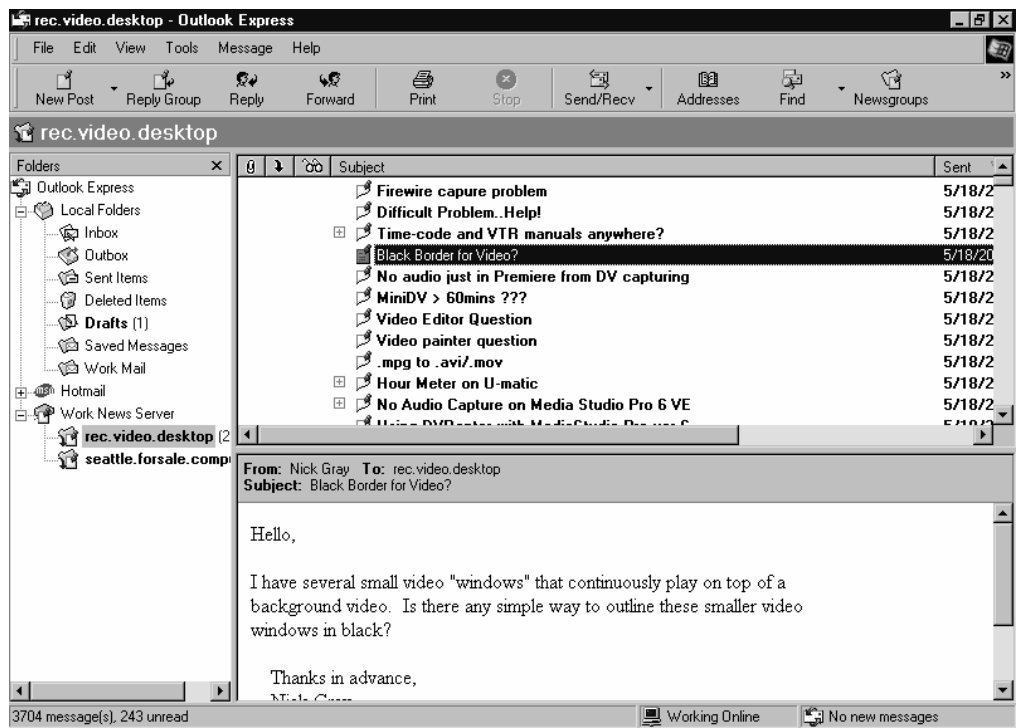


Figure A-4 A message in a newsgroup.

Chat provides a way to have a real-time, text-based conversation with other users across the Internet. You chat with other people in a so-called chat room, which is basically a chat server that facilitates computer connections. You communicate by typing your message, which then appears instantly on your chat partner's screen.

## Instant Messaging

A similar type of real-time, text-based Internet communication method is instant messaging—as provided by applications such as AOL Instant Messenger, ICQ, and MSN Messenger. These programs act as a sort of Internet-based text telephone. When you go online, you can determine which of your friends are online and then contact them via the software and conduct a one-to-one text-based chat. This is similar to normal chat software, except that conversations are usually private and you can easily find your friends or colleagues when they're online. Figure A-5 shows an example of a conversation using an instant messaging program.

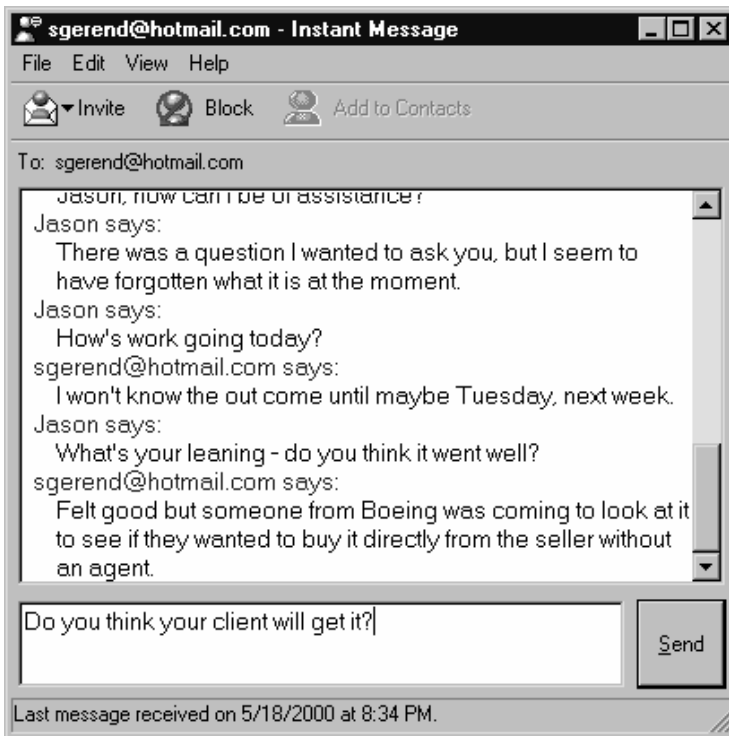


Figure A-5 A real-time conversation using MSN Messenger.

## Internet Telephone Services

Internet telephone software packages take the chat concept a step further. These software programs, such as CU-SeeMe, Net2Phone, or Microsoft NetMeeting, provide real-time voice (and occasionally video) communication with other users who are connected to the Internet and running the same software. Some programs even provide the ability to call normal telephones through the Internet. The chief reasons to use Internet telephone programs are to take advantage of enhanced communication features, such as video conferencing (videophone), have the ability to view another user's computer screen while talking, or save on long-distance telephone costs.

## How Do Web Pages Work?

A Web page is simply a text document with special codes in it that tell a Web browser how to format and display the contents of the page. In addition to the special formatting, Web pages can also contain embedded images (that show up in the page onscreen but are stored separately on the server) and links (hyperlinks) to other pages.

In the old days, all Web pages were created manually in Hypertext Markup Language (HTML), which is discussed in “Appendix B: An Introduction to HTML.” Although some people still create Web pages this way, it is far easier and faster to use a program such as Dreamweaver to create Web pages graphically—without having to write any code. However, if you know a little bit about how HTML pages are created and can recognize some common HTML tags, you’ll be able to use Dreamweaver’s highly effective Tag selector tool to select quickly and accurately exactly which parts of a Web page you want to edit.

## New Web Page Technologies

In addition to HTML pages, a number of new technologies have been developed for Web pages. Even if these technologies don’t apply to your Web site initially, it’s good to know that if you need something more sophisticated than standard HTML, the capability exists. The following list describes relevant Web page technologies and what they do:

- Dynamic HTML (DHTML) introduces movement and the ability to react to a user’s actions to Web pages. For example, text may highlight when a user moves the mouse over it.

**NOTE** *Dreamweaver implements DHTML using the Behaviors palette and layers. You can animate the position of layers by selecting the layer and choosing commands from the Modify menu’s Timeline submenu. Consult Dreamweaver’s online help system for more information on timelines and behaviors.*

- Cascading Style Sheets (CSS) are a supplement to HTML that allow much greater control over text style and position. CSS also allows you to link all Web pages in a site to a single external CSS file containing information on how text should be formatted. You can then implement sitewide formatting changes by modifying one CSS file.
- Macromedia Flash and Shockwave allow professional Web developers to create fancy effects and interactivity on a Web page—like DHTML, except more powerful and flexible. Web browsers that don’t natively support Flash or Shockwave can view these files using a browser plug-in that must be downloaded before users can view the effects.

- JavaScript, Java, and ActiveX provide a way of performing complex tasks within a Web page and can even function as full-featured programs. You can accomplish some simple tasks in FrontPage if you have a bit of patience, but these technologies are complicated—and using them is best left to professional Web developers.
- CGI scripts are used on some Web servers to provide server-based features such as forms, visitor counters, and discussion groups. CGI scripts are tricky to set up; you should get outside help if you need to use them to handle forms on your Web site.
- XML stands for Extended Markup Language. XML provides a way of giving detailed content information about a Web page, allowing for more meaningful searching and information gathering.

## *Appendix B*

# AN INTRODUCTION TO HTML

It's highly probable that you'll never want to write a Web page from scratch in HTML, but it is useful to know what HTML looks like, especially if you want to use Dreamweaver's Tag selector tool. You'll also have a better idea about what someone you hire to perform HTML editing and coding is actually doing.

To begin, let's look at a simple sentence in HTML code. For example, every programmer's first assignment is to create code that displays the phrase "hello world," so let's do that in HTML.

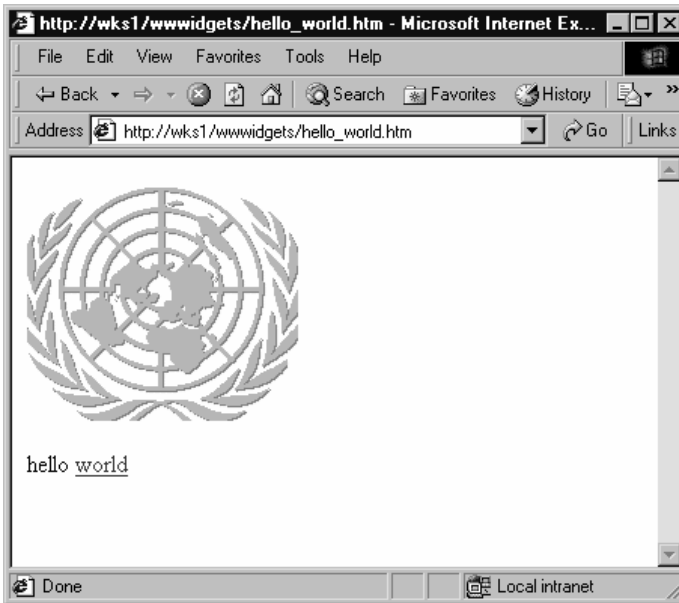
```
<html>  
<p>hello world</p>  
</html>
```

This is a complete Web page. It's made up of two tags, which are the basic building blocks of an HTML document. The first tag, *<html>*, states that the document is an HTML document and marks the beginning of the Web page. The second half of this tag, *</html>*, comes at the end of the document and signifies the end of the page. The next tag, *<p>*, signifies a new paragraph. The actual paragraph in this case is simply "hello world," and the paragraph ends with the second half of the paragraph tag, *</p>*.

**TIP** *All HTML tags begin with a left angle bracket (<) and end with a right angle bracket (>). They usually begin and end similarly to the <html> and <p> tags—with the end of the tag the same as the beginning, except for the addition of a slash (/). For example, </p> closes the <p> tag, ending it.*

Now let's try to decipher something a little more complex. The next page includes an image and a hyperlink. Figure B-1 shows what this page looks like in a Web browser. Here's the code for it:

```
<html>
<p></p>
<p>hello <a href="http://www.un.org">world</a></p>
</html>
```



**Figure B-1** A simple Web page displayed in a Web browser.

Notice that the code includes an additional paragraph, which contains the `<img>` tag. This is the inline image tag (which means it is an image displayed in a Web page instead of an image that you can download). The tag starts with `<img>` to indicate that it's an inline image, and then it contains one or more attributes. The only attribute used here is the `src` attribute, which contains the URL (address) of the image to be displayed. In this case, the image is the `images/un.gif` image. The tag ends with a right angle bracket (`>`).

**NOTE** *Uniform Resource Locators, or URLs, essentially identify files by name and give their precise location.*

Notice also that in the middle of the “hello world” paragraph there is now a hyperlink. The hyperlink tag starts with `<a>` and ends with `</a>`, and in between are the attributes of the hyperlink and the text to which the hyperlink is attached. In this case, the only attribute is the *href* attribute (which is the URL of the hyperlink). You can use the *href* attribute by typing *href=* and then entering the URL to use, enclosed in quotes. The tag is partially closed by the right angle bracket (`>`) following the *href* attribute, but don’t let this fool you. This is so that the text to which the hyperlink is actually attached, *world*, isn’t thought of as another attribute. The hyperlink tag actually ends after this text with the `</a>` tag.

One final comment concerning HTML: If you create this same simple page using Dreamweaver, you will see some additional HTML codes, or tags. Dreamweaver sets up a more complex page, including header information that isn’t displayed (using the `<head>` tag) and the title of the Web page (using the `<title>` tag). Dreamweaver also delineates the body of the page (using the `<body>` tag) and provides some additional information about the page’s contents using meta tags (`<meta>`). Meta tags, among other things, can provide information to search engines using the `<meta name=“keywords”>` tag so that search engines can more easily and accurately index the contents of a Web site.

Table B-1 provides a listing of some common HTML tags, their names, and brief descriptions.

<b>TAG</b>	<b>COMMON NAME</b>	<b>DESCRIPTION</b>
<code>&lt;a&gt;</code>	Anchor	A hyperlink of any sort.
<code>&lt;b&gt;</code>	Bold text	Text formatted as bold.
<code>&lt;body&gt;</code>	Document body	The main, visible, section of a Web page.
<code>&lt;br&gt;</code>	Line break	A forced new line in a single paragraph.
<code>&lt;button&gt;</code>	Button	A button in a form.
<code>&lt;col&gt;</code>	Table column	A column of a table.
<code>&lt;dd&gt;</code>	Definition description	The description of a definition term.
<code>&lt;div&gt;</code>	Layer	A CSS layer.
<code>&lt;dl&gt;</code>	Definition list	A list consisting of definition terms and descriptions.

*(continued)*



TAG	COMMON NAME	DESCRIPTION
<dt>	Definition term	A term that will be defined.
<font>	Font change	Text with a font specified.
<form>	Interactive form	A form for visitor input.
<frame>	Frame	A frame or Web page displayed within another page.
<frameset>	Frameset	The container for multiple frames.
<h1>	Level-one heading	The highest-level heading on a page.
<head>	Document head	The hidden place where Web page information is kept.
<hr>	Horizontal rule	A horizontal line on a page.
<i>	Italic text	Text formatted as italics.
<img>	Inline image	An image displayed on a Web page.
<label>	Form field label	The label for a form field.
<li>	List item	A bulleted item in an unordered (bulleted) list.
<meta> page's	Meta data	Hidden information about a Web content.
<ol>	Ordered list	A numbered list.
<p>	Paragraph	A paragraph of text.
<table>	Table	A table.
<td>	Table cell	A cell, or box, in a table.
<tr>	Table row	A row in a table.
<ul>	Unordered list	A bulleted list.

**Table B-1** Some common HTML tags.

**TIP** *Dreamweaver 4 includes a comprehensive online HTML tag reference source—the Reference palette. You can use this palette to access information on any HTML tag as well as information on CSS classes and JavaScript. To access the Reference palette, choose the Window menu's Reference command.*

## *Appendix C*

# HYPERLINKS IN DREAMWEAVER

### **Featuring:**

- Absolute Addresses
- Document Relative Addresses
- Site-Root Relative Addresses

**T**here are three types of hyperlink addresses you might want to use when creating your Web pages: absolute addresses, document relative addresses, and site-root relative addresses. In general, Dreamweaver deals with these addressing schemes for you, but it's useful to understand the difference so that you're not caught off guard with broken hyperlinks.

To use a different addressing scheme when creating a hyperlink in Dreamweaver, either enter the absolute address in the Link box or choose the relative addressing method you want to use from the Addressing Method drop-down list box, as shown in Figure C-1. For more information on creating hyperlinks, see "Step 4: Create Your Site" and "Step 5: Create Your Pages."

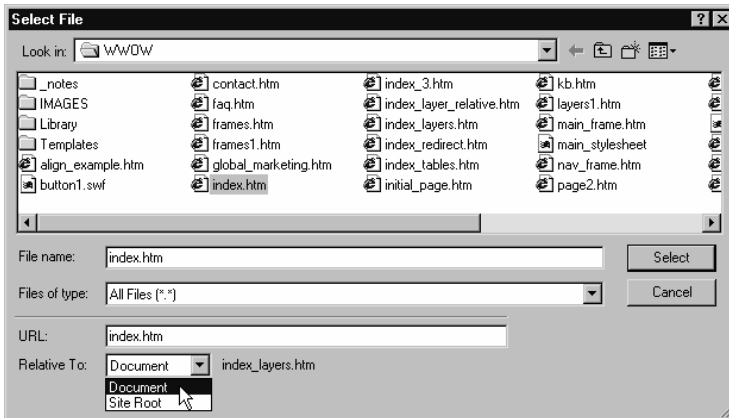


Figure C-1 Selecting the addressing method for a hyperlink.

## Absolute Addresses

You're probably used to seeing Web page addresses that are in the following form: *http://www.somecompany.com/index.htm*. These kinds of addresses are called absolute addresses because they point to an absolute and unchanging location. No matter where you or the referring Web page are, on (or off) the Web, the address points to the same location.

## Document Relative Addresses

Document relative addresses describe an address relative to the Web page containing the link. For example, to link to a Web page in the same directory as the referring Web page, simply enter the name of the page you want to link to, for example, *products.htm*. To refer to a page in a subdirectory, enter only the subdirectory and filename, not the complete path. For example, the *images/logo.gif* address points to a logo.gif file in the images subdirectory.

Document relative addresses are the most commonly used addresses when creating Web pages because the links continue to work even if you move your entire site to a different location—perhaps from your local hard drive to a Web server or to a new domain name. As long as the internal structure of the Web site doesn't change, all links work fine because the relative address of each file hasn't changed.

For the most part, Dreamweaver uses document relative addresses automatically, and we feel that this is the most appropriate method for most users. You don't need to perform any special actions to use document relative addressing.

**TIP** *If you move Web pages around in your Web site using Dreamweaver's Site window, Dreamweaver can automatically update your hyperlinks. This makes document relative addressing more desirable than it would be otherwise, making it a better choice than site-root relative addressing in most instances.*

## Site-Root Relative Addresses

Site-root relative addresses describe an address relative to the root directory of the Web site. For example, to link to the logo.gif file in the images subdirectory, you'd enter the path to this directory *relative to the root of your Web site*, as shown in Table C-1.

ADDRESSING METHOD	PATH
Absolute	<i>http://www.mycompany.com/manuals/images/logo.gif</i>
Document relative	<i>images/logo.gif</i>
Site-root relative	<i>/manuals/images/logo.gif</i>

**Table C-1** An absolute address and relative addresses from a Web page located in the manuals directory.

Site-root relative addressing works well if you often need to move files from one directory to another within the Web site. If you want to use site-root relative addressing, select Site-Root from the Addressing Method drop-down list box when creating a hyperlink (see Figure C-1).

**NOTE** *You can only use hyperlinks that use site-root relative addressing when they are published to your Web server or when previewed using Dreamweaver's Preview In Web Browser feature. If you open the Web page containing the link directly in your Web browser while still on your local hard drive, the link won't work.*



## *Appendix D*

# CREATING WEB STORES

### **Featuring:**

- Creating a Non-Interactive Catalog
- Using a Secure Form to Collect Orders
- Using a Shopping Cart System

**W**eb-based storefronts are very enticing to many companies and organizations. Unfortunately, Dreamweaver 4 doesn't provide an easy way for you to collect information from visitors; and to operate a Web store, you've got to be able to take in orders from customers.

Of course, there are other ways in which small or medium-size businesses or organizations can set up Web stores, and the following sections describe three options: the non-interactive method, which is the same as a print catalog; the basic online order-form method; and the full-fledged shopping cart method, with or without credit card processing.

**NOTE** *Your company or organization may not require interactivity on its Web site. We recommend that you postpone adding such advanced features until after you have a simple Web site up and running.*

## Creating a Non-Interactive Catalog

The easiest way to allow visitors to order products from your company is to create an online version of your print catalog and include your phone number or an order form that visitors can print out and then mail or fax to your company. This is very simple to do.

You can use Dreamweaver to create your online product catalog just as you would any other page, making sure to include each product's price as well as your company's telephone number. To allow visitors to mail or fax orders to your company, you can take an existing order form and convert it into a Web page (or create it from scratch) or, optionally, an Adobe Acrobat file. You can then place this order form on your Web site for visitors to print out and return to you via mail or fax.

## Using a Secure Form to Collect Orders

A more sophisticated approach to online stores is to create an order form hosted on a secure Web site to collect customer orders. In this way, you can safely accept orders with credit card information. Unfortunately, this approach quickly presents challenges for the average user because you need to know how to set up CGI scripts on your Web server in order to allow Dreamweaver to collect form data from visitors.

**TIP** *If your ISP supports FrontPage Server Extensions, you'll have better luck using Microsoft FrontPage rather than Dreamweaver for this scenario. You could create a FrontPage web that consists of a single form page for placing orders and then link your Dreamweaver-created Web site to this FrontPage web.*

Credit card information is collected using the order form you create; orders are processed by manually downloading them from your Web site and then using a standard credit card reader to process the transaction. For small businesses, this method is much more cost-effective than dealing with online credit card processing, which universally costs more than processing credit card transactions offline using a standard credit card reader.

**NOTE** *Some Web hosting companies will include a free shopping cart system with Web hosting plans that provide secure connections. If this is the case with your Web hosting company, you'll probably want to use it instead of the method described below.*

To create a secure online order form, follow these steps:

**1. Create your online catalog.**

Create a catalog of products or services in Dreamweaver as you would any other Web site or series of pages, making sure to include pricing information.

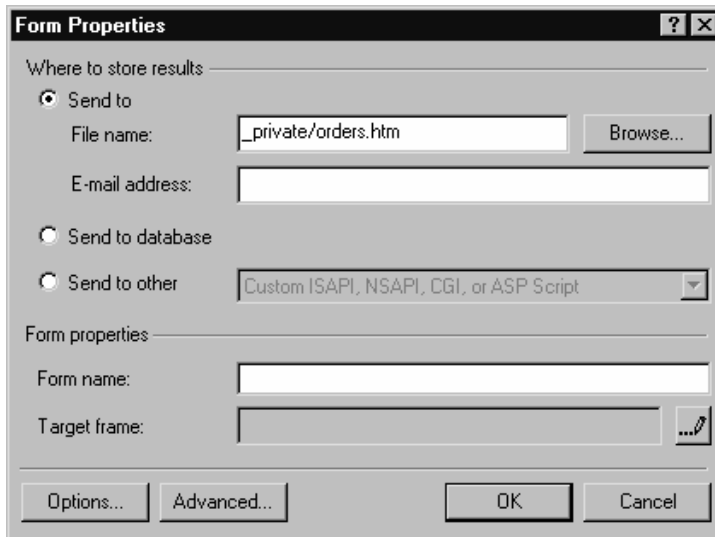
**2. Create an order form.**

Create an order form using Dreamweaver, or, optionally, using FrontPage.

**3. Configure the form properties.**

Select the form, and in the Property inspector's Action box, specify the proper string for posting form data to your secure Web server. (You'll need help from your ISP or a consultant to get this set up.)

If you're using FrontPage 2000, right-click inside a form in FrontPage that you've created and choose Form Properties from the shortcut menu to modify the properties of the order form. Make sure that the form results are stored in the `_private/` directory, as shown in Figure D-1, so that only you can view orders that have been placed.



**Figure D-1** Changing the location in which form results are stored, using FrontPage 2000.

**WARNING** *Do not send form results to an e-mail address if your form is collecting credit card information. Non-encrypted e-mail is not a secure medium and should never be used for sending credit card information.*



#### 4. Link your catalog to your order form.

Create a hyperlink in your catalog to your new order form using the secure Web site alias provided by your Web hosting company. Usually this will be in the form of *https://www.myhostingcompany.com/mycompany/order\_form.htm*.

**NOTE** *Web hosting companies usually create a secure alias to your Web site, for example, https://www.myhostingcompany.com/mycompany/anypage.htm. Note the "s" for "secure" in the https:// protocol. The alias allows you to securely access any page on your site. For specifics, contact your Web hosting company.*

#### 5. Retrieve orders.

If you're using FrontPage 2000 to create your forms, open your FrontPage ordering web directly by using the secure alias. To do this, in FrontPage 2000, choose the File menu's Open Web command and then enter the secure URL provided by your Web hosting company for example, *https://www.myhostingcompany.com/mycompany*. After your Web site is open in FrontPage, go to the `_private/` directory and open your form results page to retrieve the list of orders placed since you last emptied the form results file.

**NOTE** *Because it's unwise to send form results containing credit card information over e-mail, you'll need to check your form results regularly to see whether orders have been placed.*

#### 6. Process the orders.

Use your credit card reader to process any credit card orders, and fill your orders.

**TIP** *One way of processing the orders that are contained in your form results page is to save the page onto your hard drive and take the order information from this file instead of from the form results page on your Web site. You can then safely delete the contents of the form results page on your Web site to reduce the risk of processing an order twice (since the orders will exist only in the file on your hard drive).*

## Using a Shopping Cart System

The most elegant and sophisticated way of setting up an online Web store is to use a shopping cart, ideally with online credit card processing. Dreamweaver has no built-in

support for creating online shopping carts, so if this is a service you need, you'll have to look elsewhere.

In general, to set up a shopping cart system, you can take one of three routes.

The first route is to use one of the e-commerce companies that provide a full e-commerce solution, including all Web hosting, a shopping cart system, and credit card processing. This is definitely the easiest way to set up an online Web store, since the entire Web site is created using templates provided for you. Figure D-2 shows an example of a Web site created by using one of these companies. This method is also not too expensive. Web sites are often provided for free, and credit card processing starts at about \$25 per month, with a charge of 2.35 percent plus 20 cents per transaction. The biggest downside is the inability to create or edit your Web pages with Dreamweaver, or any other Web page editor for that matter. This can make it difficult to implement the features and layouts you want for your site, and it can also result in your site appearing less than unique. BigStep.com, FreeMerchant.com, Store.Yahoo.com, and JumboStore.com are four companies that provide these services.

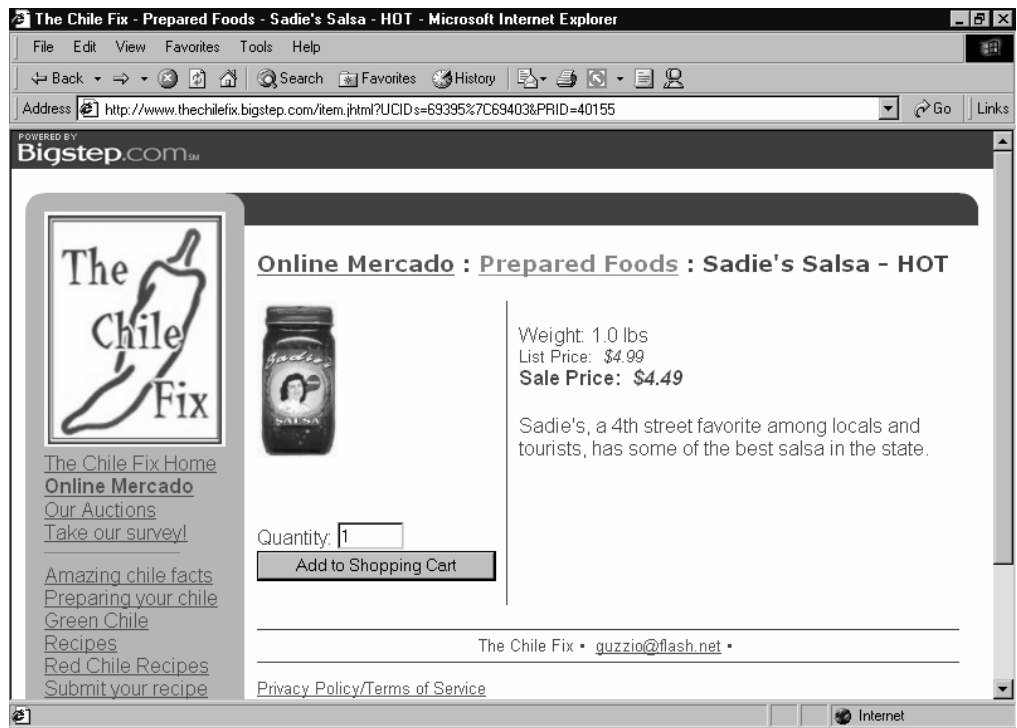
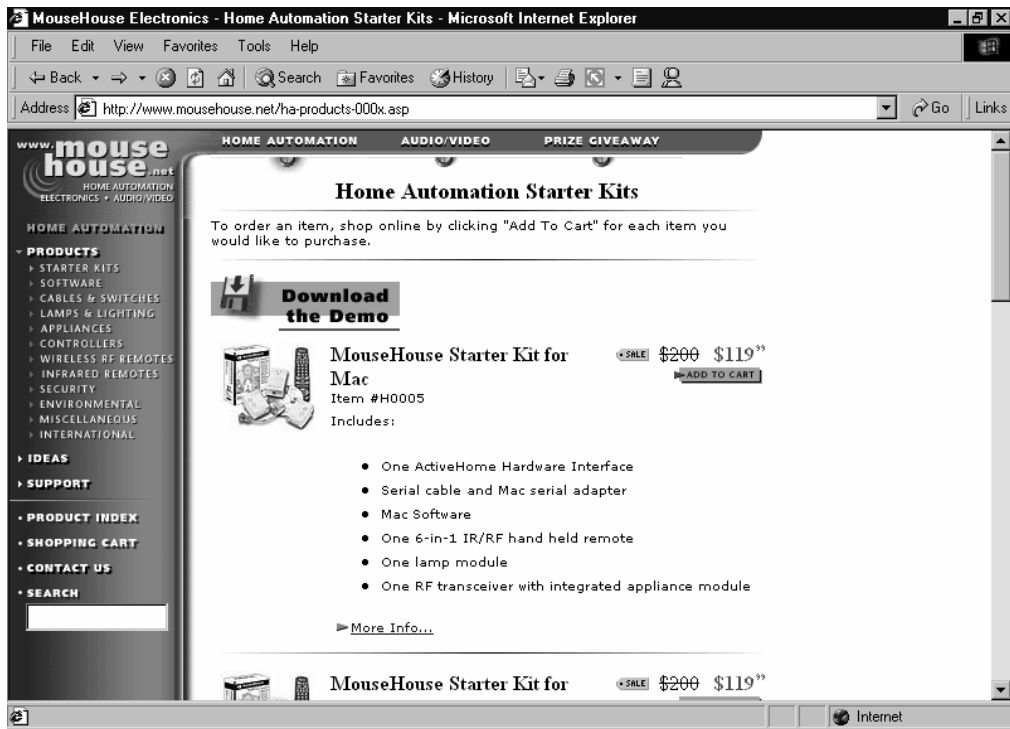


Figure D-2 An e-commerce site created on *www.bigstep.com*.

**TIP** Many e-commerce companies offer free hosting provided that you don't require online credit card processing. If this route is appropriate for your company, consider signing up with one of the services and experimenting with their software and hosting to see whether the service is adequate for you.

The second route that many companies take when creating an online Web store is to sign up with a Web hosting plan that includes an online shopping cart in the monthly fee. Prices vary widely, but Commerce hosting plans (or similarly named plans that provide a secure shopping cart for your Web site) can be had for as little as \$30 per month. Plans often include many more features than free hosting sites, such as including support for Dreamweaver, more server space, and additional e-mail accounts. A Web site created using this approach is shown in Figure D-3.



**Figure D-3** An e-commerce site that makes use of a Web hosting company's shopping cart.

This approach can be ideal for many businesses because it allows you to set up an online Web store—complete with online ordering for a low initial cost—and you still have the flexibility to create the site using Dreamweaver. If you want to add online credit card processing at a later time, your Web hosting company will often provide credit card processing for free, but with a large transaction fee (5 percent is typical); or you can get your own Internet Merchant account. However, most businesses will find it more economical to use the shopping cart to collect orders, securely connect to the Web site to view the orders that have been placed (see the previous section), and then process the orders offline using a traditional credit card reader. Forgoing online credit card processing and instead processing credit card orders using a traditional card reader usually results in lower transaction fees as well as lower monthly costs. If your online business grows enough to justify getting an Internet Merchant account, you can do so at a later time.

**NOTE** *Internet Merchant accounts vary in cost, but 2.39 percent plus 30 cents per transaction, with a \$10-per-month bank statement fee and a \$25-per-month monthly minimum, is an example of what to expect.*

The third route is to hire a contractor to set up your e-commerce site from scratch. This method usually yields the best results, but it is also typically very expensive. It can cost \$10,000 or more depending on what features your company requires. In general, we recommend trying a more cost-effective strategy. If your needs become more sophisticated, you can always hire a contractor later, but it can be ruinous to a small company's financial state to make this kind of an expenditure on a Web site that turns out to be not as profitable as projected.



# GLOSSARY

## Active Server Pages

Abbreviated ASP. Dynamically created pages from a Microsoft Access or SQL database.

## ActiveX

A Microsoft technology that is typically used to create small programs that run inside a **Web page**. ActiveX components work in Internet Explorer 4, or later, but do not work in Netscape Navigator without an additional **plug-in**.

## banner ad

A rectangular-shaped advertisement on a **Web page**.

## bookmark

A placeholder within a Web page that allows **hyperlinks** to refer to this location within the Web page. Also known as a **named anchor**.

## cable modem

A device that allows computers to access the **Internet** using a cable TV connection. The local cable TV company must enable cable modem access to a home or business in order for a cable **modem** to work.

# Cascading Style Sheets

Abbreviated CSS. A standard for applying formatting and positioning information to a **Web page**. CSS information can be used within a **Web page** or placed in an external style sheet file. **Web pages** that are linked to external style sheets obtain text-formatting information from the style sheet.

## chat

A form of real-time communication that typically involves two or more users typing messages to each other.

## CGI Scripts

A standard for running small programs on a **Web server**. Typically used on Unix **Web servers**.

## content folder

A separate folder in which to store content before it is added to a **Web site**.

## crawler-based search engine

A **search engine** that automatically “crawls” the **Web** searching for **Web sites** to examine and include in the search engine’s database of **Web sites**.

## discussion group

A part of a **Web site** that emulates **newsgroups**, allowing visitors to post messages and read and reply to other visitors’ messages.

## domain

A group of computers on a network that all use a central server to handle users and security policies. The server must run either **Windows NT Server** or **Windows 2000 Server**.

## domain name

The main part of a Web address. Domain names usually represent companies, organizations, or individuals and must be registered with an accredited domain name **registrar**.

## DNS

An abbreviation for Domain Name Service. Translates numerical **IP addresses** into user-friendly **domain names**, and vice versa.

## DSL

An abbreviation for Digital Subscriber Line. A persistent (always on) high-speed form of **Internet** access that works over standard telephone lines that qualify for DSL service.

## e-mail

A form of communication that involves sending mail-like messages across a network (typically the **Internet**).

## e-mail account

An **e-mail** address that has its own mailbox, that is, mail isn't forwarded to another account as is the case with **e-mail aliases**.

## e-mail alias

An e-mail alias works like a sort of virtual **e-mail** address that forwards received mail to another address.

## encryption

The process of scrambling data to prevent unauthorized users from viewing the data.

## firewall

A server or device on a network that acts as a barrier between the **Internet** and the local network, protecting the local network from hacking attempts.



## floating palette

A small, repositionable window in Dreamweaver containing frequently used tools or settings.

## form handler

The software that gathers data from a form. Form handlers are either a part of **FrontPage Server Extensions**, **CGI scripts**, or **Active Server Pages**.

## frames

An **HTML** feature that permits splitting a **Web page** into multiple areas (frames) within which separate Web pages are displayed. Not supported by all **Web browsers**.

## FrontPage Server Extensions

A set of extensions to **Web servers** that enables Microsoft FrontPage to easily accomplish advanced server-based tasks, such as handling submitted form data.

## GIF

An abbreviation for Graphics Interchange Format. A file format used most commonly for small graphics on **Web pages**. A GIF contains a maximum of 256 colors and can be made partially transparent or into a short animation.

## home page

Also called a front page. The first page that is displayed on a **Web site**, typically named *index.html*, *index.htm*, or *Default.htm*.

## host name

The name of an individual computer on the **Internet** or an **intranet**. It is the leftmost part of a Web address. For example, for the address *wks1.microsoft.com*, the host name is *wks1*.

## hotspot

A single region within an **image map** that contains a **hyperlink**.

## HTML

An abbreviation for Hypertext Markup Language. The coding language used to create **Web pages**.

## hyperlink

A piece of text or image that when clicked with the mouse pointer takes the visitor to another page, image, or file.

## IIS

An abbreviation for Internet Information Server. A Microsoft **Web server** program that comes with Windows NT and Windows 2000.

## image map

An image that contains multiple hyperlinks—each corresponding to a different region or **hotspot** of the image.

## Instant Messaging

A form of communication that is roughly a cross between **chat** and telephone. Users run an Instant Messaging program that notifies them when people they know are online. Users can then conduct a text-based “conversation.”

## Internet

A worldwide computer network running the TCP/IP protocol suite and consisting of hundreds of millions of computers.

## intranet

A private network that uses **Internet** technology—the TCP/IP protocol suite and **Web servers**.

## Internet Merchant account

An account with a bank or financial institution for the purpose of processing online credit card transactions.

## Internet service provider

Abbreviated ISP. A company that provides access to the **Internet** via dial-up connections, DSL, leased lines, or other connection methods.

## IP address

The unique address for a single network card on a network using TCP/IP. All computers (hosts) on the Internet or an **intranet** must have an IP address to communicate.

## ISDN

An abbreviation for Integrated Services Digital Network. A form of moderately high-speed **Internet** connection, ISDN uses one or two telephone lines that are configured for ISDN service and provides a typical maximum of 128Kbps when both lines are used.

## JPEG

An abbreviation for Joint Photographic Experts Group. A file format used for photos and other high-quality images on Web pages that uses image compression to reduce file size.

## keyword

A word placed in a Web page using a **meta tag** to allow **search engines** to recognize that the **Web page** contains content related to the keyword.

## local area network

Abbreviated LAN. A group of computers that are all located within the same local area (typically one building) and that can communicate with each other.

## mailing list

A list to which users can subscribe that allows them to receive **e-mail** messages on a particular topic sent by a company or organization.

## meta tags

Also known as meta variables. Meta tags store information about a **Web site**, such as a description and **keywords**. **Crawler-based search engines** often use these tags to determine when to display a site in a list of search results, as well as what description to display.

## modem

An analog device that allows a computer to communicate with other computers over standard telephone lines. Capable of a maximum of 53Kbps download rate.

## multiprocessing

Using more than one processor in a single computer. Each processor can work independently, making multiprocessing-aware applications faster.

## named anchor

A tag that you can place in a specific location within a Web page that serves as the destination for in-page **hyperlinks**. Creating a hyperlink to a named anchor allows a user to quickly scroll a long page to a particular location.

## navigation bars

A series of buttons or **hyperlinks** that help visitors quickly access the most important pages on a **Web site**.

## newsgroups

Electronic bulletin boards on the **Internet** where people can post messages, read other users' posts, and reply to them.

## page banner

An automatically created heading that displays the title of the **Web page**.

## permissions

The level of access given to a user or group for a particular file or folder.

## pixel

A single dot on a computer screen. Everything displayed on a computer monitor is made up of pixels. Common screen resolutions are 640x480 or 800x600—800 pixels wide and 600 pixels high.

## plug-in

A program that plugs into another program to provide it with enhanced functionality. Adobe Acrobat Reader, Macromedia Flash, and Shockwave are examples of **Web browser plug-ins**.

## PNG

An abbreviation for Portable Network Graphic. A newer file format designed for high-quality images with optional transparency. Not supported by all **Web browsers**.

## pop-up menu

A menu that opens (or pops) when you click on something, usually a toolbar button. Similar to a **shortcut menu**.

## Property inspector

A Dreamweaver **floating palette** that displays the properties for the selected object.

## proxy server

A network server that sits in between the local network and the **Internet**, protecting the local network from attacks as well as caching **Web pages** to improve Web-browsing performance for local clients. A type of **firewall**.

## RAID

An abbreviation for Redundant Array of Independent Disks. A collection of hard drives that is treated as one drive by the operating system and usually provides extra speed and reliability.

## registrar

A company that is permitted to sell Internet **domain names**.

## search engine

A program contained on a **Web site** that allows visitors to search for **Web pages** on the Internet.

## shortcut menu

The menu that is displayed when you right-click an item on the screen. Also called a context-sensitive menu.

## sizing handles

Small squares that appear on the outline of an object. Click on a resizing handle to resize the object.

## SSL

An abbreviation for Secure Sockets Layer. A way of **encrypting** data that is transferred to and from a **Web site** and is typically used for **Web stores** that process credit card transactions.

## status bar

The bar that runs across the bottom of a window displaying the status of the current selection. In Dreamweaver, the status bar also contains useful tools such as the **Tag selector**.

## subdomain

A **domain** that is a child of another domain. For example, *support.microsoft.com* is a subdomain of *microsoft.com*.

## table

A formatting tool that enables text and images to be placed in a grid. Tables are extremely useful for creating advanced layouts on **Web pages**.

## tag

The building block of an **HTML** document. It begins with a right angle bracket (<) and ends with a left angle bracket (>).

## Tag selector

The leftmost part of Dreamweaver's **status bar**. Clicking a **tag** in the Tag selector selects the portion of the Web page within that particular tag.

## template

A **Web page** that acts as a starting point for new Web pages. Any content or formatting information on a template is automatically applied to new pages created with the template, streamlining the process of making pages.

## thumbnail image

A small version of an image that is **hyperlinked** to the full-size version.

## top-level domain

The highest level (rightmost) part of a **domain name**, for example, *.com*, *.net*, or *.org*.

## underscore

The “\_” character. It is often used to represent a space in filenames on the **Internet** because it is compatible with both the Windows naming scheme and the Unix naming scheme.

## UPS

An abbreviation for Uninterruptible Power Supply. A battery backup for a computer, or occasionally, a backup generator that ensures that a computer can continue operating, or at least shut down properly, in the event of a power failure.

## URL

An abbreviation for Uniform Resource Locator. An address for a file, usually on the Internet.

## vector-based graphics

Computer-based line drawings. Vector-based (line) graphics are usually much smaller than an equivalent raster-based (bitmap) graphic, such as a GIF or JPEG file, and the lines can also be edited at a later time.

## virtual domains

The ability to make a single computer host multiple **domain names**. When discussing **Web hosting** plans, virtual domain support means that you can use your own **domain name**.

## Web browser

A program used to display **Web pages**.

## Web hosting

To store a **Web site** and make it available for others to view on the **Internet**.

## Web page

A document using the **HTML** file format. A Web page can be stored on the Web, a company **intranet**, or locally on your computer's hard drive or floppy disk.



## Web ring

A collection of **Web sites** that all cover the same topic and that post a **Web ring banner ad** on their sites, allowing visitors to easily view other sites in the **Web ring**.

## Web server

A computer that is running a **Web server program**, enabling it to serve **Web pages** to other hosts on the **Internet** or a **local area network**.

## Web site

A collection of interlinked **Web pages**, usually pertaining to the same general topic or created by the same company, organization, individual, or group.

## Web store

A **Web site** that visitors can browse and then purchase products or services.

## XML

An abbreviation for eXtensible Markup Language. **XML** provides the ability to store additional data such as content information along with a **Web page**, making it easier for some applications to manipulate the content.

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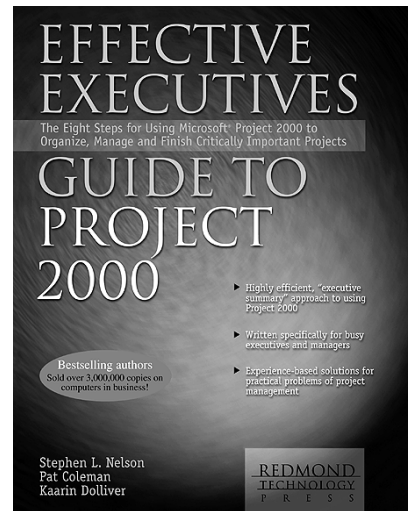
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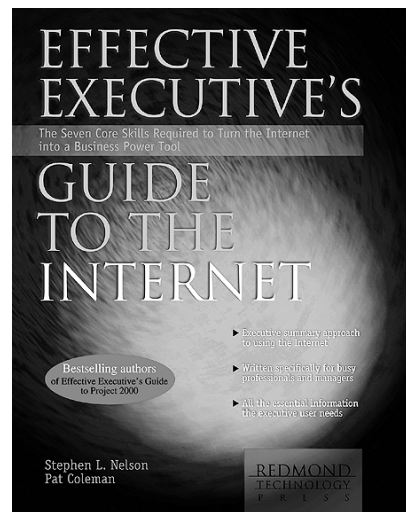
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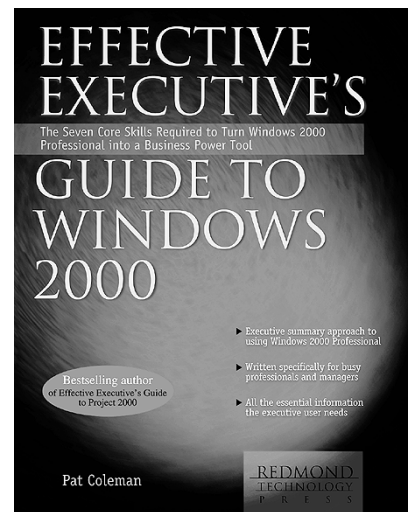
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The second part of the book—and a distinguishing feature—provides deep, rich coverage of those Internet services that are essential tools for business users: Internet search engines, fee-based services (such as Lexis-Nexis and Dun & Bradstreet), directories of business and government Internet resources, and wireless Web and e-mail services.

The last part of the book provides thorough, step-by-step plans for accomplishing common Internet business projects, including setting up a Web site, setting up a Web store, publishing an e-mail newsletter, using the Internet for publicity and promotion, publishing PowerPoint presentations to the Web, using the Internet for recruiting and employment, setting up and using an personal or small business online banking system, and setting up and managing an online investment portfolio.

Because the main chapters of the book describe how to use the Windows versions of Microsoft's Internet Explorer and Outlook Express programs, appendixes explain how to use Netscape Navigator and Messenger and the Macintosh versions of Internet Explorer and Outlook Express.

Written for business people who want to use the Internet, the ***MBA's Guide to the Internet*** works for business users with graduate degrees and undergraduate degrees in business or a related field—and for anyone else who's serious about turning the Internet into a tool for making better business decisions.

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With more than 3 million books sold in English, **Stephen L. Nelson** is arguably the best-selling author writing about using computers in business. Nelson is also the author of the ***MBA's Guide to Microsoft Excel 2000*** (Redmond Technology Press), the best-selling Excel book for business users.

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