

DO-IT-YOURSELF

# *Web Sites*

FOR

# DUMMIES®

by Janine Warner



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# About the Author

Since 1996, **Janine Warner** has authored more than a dozen books about the Internet, including every edition of *Dreamweaver CS3 For Dummies*, *Creating Family Web Sites For Dummies*, and the new *Digital Family Album* series she created with Watson-Guptill Publishing.

She's also the host of a series of training videos about Web design for Total Training, including programs on Adobe Dreamweaver and Microsoft Expression Web.

An award-winning journalist, her articles and columns have appeared in a variety of publications, including *The Miami Herald*, *Shape Magazine*, and the Pulitzer Prize-winning *Point Reyes Light* newspaper. She is also a regular columnist for *Layers Magazine*.

Janine has been a part-time faculty member at both the University of Miami and the University of Southern California Annenberg School for Communication. She has also developed online training programs for the Western Knight Center, a joint project of USC and UC Berkeley funded by the Knight Foundation.

Janine has extensive Internet experience working on large and small Web sites. From 1994 to 1998, she ran Visiontec Communications, a Web design business in Northern California, where she worked for a diverse group of clients including Levi Strauss & Co., AirTouch International, Beth's Desserts, and many other small and medium-size businesses.

In 1998, she joined *The Miami Herald* as their Online Managing Editor. A year later, she was promoted to Director of New Media and managed a team of designers, programmers, journalists, and marketing staff who produced the Web sites for *The Miami Herald*, *El Nuevo Herald*, and Miami.com. She left that position to serve as Director of Latin American Operations for CNET Networks, an international technology media company.

She was a founding member of the Miami Internet Alliance and the South Florida chapter of WITI, and she served as a judge for the Arroba de Oro Latin American Internet awards from 2001 to 2005. As part of that project, she helped to create an Internet literacy program for students in Central America called Operación Red (Operation Network).

Since 2001, Janine has run her own business as a writer, speaker, and consultant. Her expertise in media, technology, and cross-cultural business has taken her to New York, Miami, Mexico, El Salvador, Colombia, Chile, Brazil, Russia, Morocco, India, and many other exciting locations around the world.

Janine earned degrees in journalism and Spanish from the University of Massachusetts, Amherst, and spent the first several years of her career in Northern California as a reporter and editor.

She lives with her husband in Los Angeles.

# *Dedication*

I love teaching Web design because it's so much fun to see what everyone creates. I dedicate this book to everyone who aspires to share their ideas, stories, photos, business products and services on the Internet, but is afraid it may be too hard to do themselves. You can do this: You can create your own Web site, and in this book you'll find everything you need to create, design, publish, and promote your own Web site. I wish you all the best with your Web sites!

# *Author's Acknowledgments*

Over the years, I've thanked many people in my books — friends, teachers, mentors — but I have been graced by so many wonderful people now that no publisher will give me all the pages I'd need to thank them all. So let me start by thanking everyone I've ever known so I can go to sleep tonight and know I haven't forgotten anyone.

More than anyone, I want to thank my husband, David LaFontaine, for his patience, love, delightful sense of humor, and all his help in the research and production of this book. Your intelligence and creativity inspire me and your love brings me more joy than I could have imagined.

Thanks to all four of my fabulous parents, Malinda, Janice, Helen, and Robin for your love, support, and encouragement. Thanks to my brothers Brian and Kevin, and to Kevin's delightful wife Stephanie, and their amazing children Mikayla, Savannah, Jessica, and Calahan (you'll find their photos in the sample site in the Family Web sites chapter). Thanks also to all my extended family, which now includes David's large and wonderful collection of relatives, including Gail, Dave, Linda, Mark, Beth, Sarah, and everyone else in the LaFontaine, Roos, and other clans.

Thanks to the entire editorial team at Wiley Publishing, especially my acquisitions editor Bob Woerner, my development editor Becky Huehls, and everyone who helped to edit, produce, and develop this book.

And finally, let me thank my lucky stars that this book is finally done. Complete. Finished. That's it. (And don't even tell me those aren't complete sentences.)

## **Publisher's Acknowledgments**

We're proud of this book; please send us your comments through our online registration form located at [www.dummies.com/register/](http://www.dummies.com/register/).

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# Introduction

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If you're feeling left out of the mad scramble to establish a presence on the Internet, relax — you're not alone. And it's not too late.

Despite the hype, a few businesses still don't have Web sites. And, even if you have one, you're probably still trying to figure out how to make your site better or more profitable, or you're already thinking that it's time to redesign.

These days, it seems that every TV commercial, movie trailer, magazine insert, and grocery store bulletin board warns that any serious business owner needs to have a Web site, and most families, clubs, and even pet snakes do, too.

That's increasingly true, but building a presence on the Internet isn't something you should do just because everyone else is doing it, and it isn't all bad if you've waited this long to make the Web a priority. Too many people have raced to put up Web sites without fully considering how the Web fits in with their other goals and how they can best take advantage of what the Web has to offer.

If you've waited until now, you may even be better off because the Internet has matured, its audience has matured (it isn't populated solely by teenagers and academics any more), and building a Web site has become easier than ever. If you're ready for a redesign of your first site, you have the advantage of being able to benefit from your own and everyone else's mistakes.

## *About This Book*

This book is designed to help you progress through the entire process of creating a site, from registering a domain name to creating a compelling design to attracting just the right audience.

But you don't have read this book from cover to cover, and you certainly don't have to memorize it. *Web Sites Do-It-Yourself For Dummies* was written to help you find the answers you need when you need them. Consider this book a quick study guide and a reference you can return to. Each section stands alone, giving you easy answers to specific questions and step-by-step instructions for common tasks. If you want to find out how to choose a hosting service, optimize images, or add video to your site, just jump right in and go directly to the section that most interests you. And don't worry about spilling coffee on the pages if you bring the book to breakfast — I promise it won't complain!

I designed this book using what I consider the best technologies for someone who wants to create their own, custom Web site. If you picked up this book, I assume that you're not an advanced programmer and that you don't want to hire a team of expensive Web consultants — you want to do it yourself.

To help you create the best site you can without your having to invest a million dollars, or a million hours, I based the step-by-step tasks in each chapter on the technologies that I think offer all the features you need yet are relatively easy to figure out with a little guidance. For images, you find instructions for using Photoshop Elements, a popular and competitively priced image program that you can use to create, edit, and optimize images so that they download quickly. For the pages of your site, you find step-by-step instructions for Adobe Dreamweaver, as well as a variety of templates you can use to create a Web site quickly. If you want to use other programs or services, you find alternatives in handy sidebars near the relevant step-by-step tasks.

## *About the Templates and Web Site for this Book*

To help you get the most from this book, I created a special section at my Digital Family Web site with files and templates you can download and use as you follow along with the step-by-step tasks. You also find a FAQ (*frequently asked questions*), links, additional resources, and updates. To get all these goodies, just enter the following address in your Web browser:

```
www.digitalfamily.com/diy
```

You need a password to get into this protected site, but if you have this book with you when you log on, you have everything you need to gain access right away.

After you get into the Web site, you find instructions for downloading the templates, which give you a head start in creating a full-fledged site of your own. You find templates designed to create an online profile or portfolio, a business site, or a family or hobby site. And, you can customize the look and feel of these templates to use them for any type of site with the image you want for your corner of the Web.

Throughout this book, you find references to the Web site and the templates and other goodies that go with the step-by-step tasks. To make it easy to find the Web address whenever you need it, I've included it in the Cheat Sheet in the front of this book.

## *Conventions Used in This Book*

Keeping things consistent makes them easier to understand. In this book, those consistent elements are *conventions*. Notice how the word *conventions* is in italics? That's a convention I use frequently. I put new terms in italics and then define them so that you know what they mean.

When I type URLs (Web addresses) or e-mail addresses within regular paragraph text, they look like this: `www.jcwarner.com`. Sometimes, however, I set off URLs on their own lines, like this:

```
www.jcwarner.com
```

That's so you can easily spot them on a page if you want to type them into your browser to visit a site. I also assume that your Web browser doesn't require the introductory `http://` for Web addresses. If you use an older browser, remember to type this part before the address. (Also make sure to include that part of the address when you're creating links.)

Even though programs like Dreamweaver, which I recommend for creating Web sites, makes knowing the HTML code unnecessary, you may want to wade into the HTML waters occasionally. When I include HTML, such as the following code to link a URL to a Web page, I set off the HTML in the same monofont type as I use for URLs:

```
<A HREF="http://www.jcwarner.com">Janine's Web Site</A>
```

When I introduce you to a new set of features, such as options in a dialog box, I set these items apart with bullets so that you can see that they're all related. When I want you to follow instructions, I use numbered steps to walk you through the process.

## *Foolish Assumptions*

Although this book is designed to help you create a professional-looking Web site, I don't assume that you're a pro — at least not yet. In keeping with the philosophy behind the *For Dummies* series, this easy-to-use guide is designed for readers with a wide range of experience. Being interested in Web design and wanting to create a Web site are the keys, but that desire to learn is all I expect from you.

## *How This Book Is Organized*

To ease you through the learning curve associated with any new program, I organized *Web Sites Do-It-Yourself For Dummies* to be a complete reference. This section provides a breakdown of the four parts of the book and what you can find in each one.

### *Part I: Laying the Groundwork*

Part I gets you started in creating a Web site and helps you lay a solid foundation for your site. In Chapter 1, I walk you through the planning process, which can save you a lot of time in the long run. In Chapter 2, you find out how to register a domain name, and I give you tips for selecting the best hosting service. In Chapter 3, I introduce you to the fundamentals of Web design.

## *Part II: Putting the Pages Together*

In Chapter 4, I move on to graphics, with an introduction to creating graphics for the Web, an overview of the differences in formats (GIF, JPEG, and PNG files), and a selection of tips for optimizing images so that they download quickly. In Chapter 5, you find an introduction to Dreamweaver, and in Chapters 6, 7, and 8, you get step-by-step instructions for personalizing the many templates that come with this book. In Chapter 9, you discover the Dreamweaver testing and publishing features so that you can publish your pages to the Internet as soon as you're ready.

## *Part III: Going Web 2.0*

In Part III, I go beyond basic Web design, by giving you instructions for creating a blog in Chapter 10 and for recording and publishing a podcast in Chapter 11. In Chapter 12, you find a review of the many audio, video, and animation formats and instructions for how to add multimedia to your Web site. In Chapter 13, I “show you the money” with instructions for including advertising and affiliates on your pages as well as for adding e-commerce options to sell products and services.

## *Part IV: The Part of Tens*

Chapter 14 includes ten cool Web services that can help you add advanced features to your site without having to know how to program. Finally, Chapter 15 features ten ways to promote your site, because after you do all the work of creating an outstanding Web site, you want to make sure to attract a good audience.

## *Icons Used in This Book*



This icon reminds you of an important concept or procedure that you should store away in your memory bank for later use.



This icon indicates a tip or technique that can save you time and money — and headaches — later.



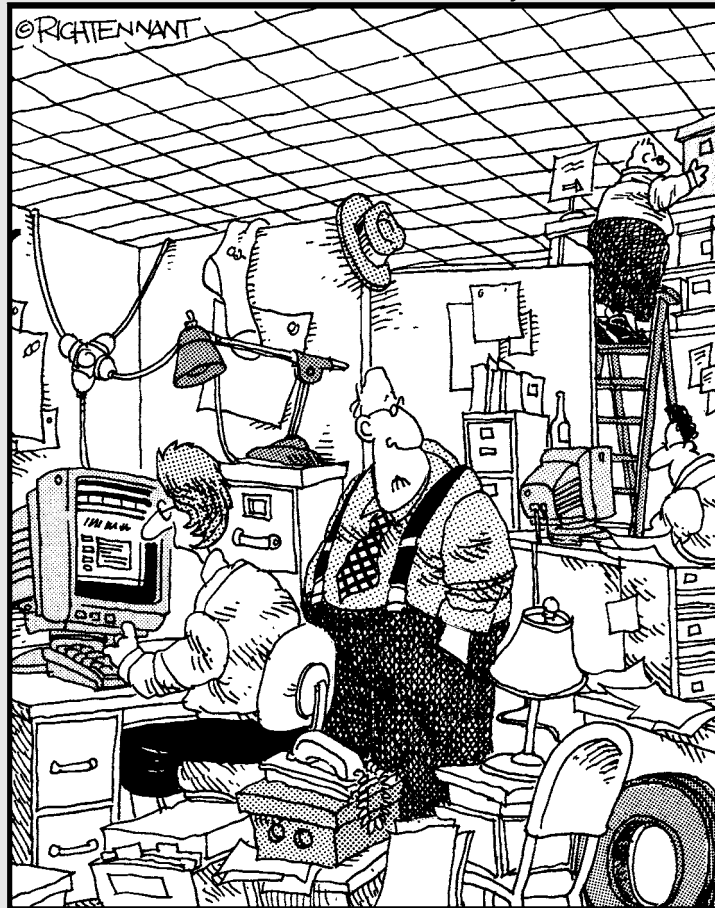
This icon warns you of any potential pitfalls — and gives you the all-important information on how to avoid them.

# Part I

# Laying the Groundwork

The 5<sup>th</sup> Wave

By Rich Tennant



"Just how accurately should my Web site reflect my place of business?"



# Chapter 1

## Planning the Perfect Web Site

---

### *In This Chapter*

- ▶ Pinpointing your Web site goals
  - ▶ Understanding the benefits of developing a plan
  - ▶ Stepping through a project plan
  - ▶ Accommodating new ideas while sticking to your plan
- 

If a potential partner approached you with a “great new business idea” guaranteed to make you money, you would probably ask a lot of questions before you even considered writing a check to get things started. You would probably also develop a business plan, or at least explore in detail how the new business would work, how much it would cost you, and how much money you could expect to make in return.

If you’re considering creating a Web site, or redesigning the one you already have, I recommend taking the same cautious approach. A good Web site is an extension of your business and, in many cases, a new product, service, or storefront that deserves the same level of planning as any other serious business venture.

This chapter is designed to help you carefully consider the many aspects of planning a Web site before you start building. In the following pages, you’ll find a series of questions to guide you through the early development process.



If you can complete the exercises in this chapter with a business partner or someone who provides a reality check, I recommend it. You know what they say about decisions made in a vacuum: They generally suck. If you’re reading this book, you’re probably sold on the idea of creating a Web site, and you even have some ideas about what you want to do. Now go see whether you can sell it to someone else, and take the time to do some careful planning before you dive in.

The planning process for a Web project should include these tasks:

- ✓ Take time to determine your goals and objectives.
- ✓ Organize all content you want to include on your site.
- ✓ Set a realistic budget and schedule.

To get you started — and inspired — the first section of this chapter describes some of the successful ways Web sites are being used personally and professionally.

## Evaluating the Many Reasons to Create a Web Site

Before you start working on your own Web site, take a little time to explore what other people have done on the Web. Oh, sure, you surfed the Web already, I'm sure you did, but did you really study other Web sites? Did you analyze the way they're organized, study their front page features, and determine how their main navigation and even subnavigation features work?

One of the best ways to prepare for developing your own Web site is to take some time to explore related Web sites (and not-so-related sites) for ideas.

My goal in this book is to help you create not just a Web site but also one that truly serves your goals, whether you want to launch a new business on the Internet, promote the business or organization you're already working with, or stay in touch with distant family members. Here are a few types of sites that people like you are successfully using on the Internet:

- ✓ **Portfolio:** Photographers, graphical designers, and artists use online portfolios to showcase their creative work, provide online references, and attract new clients. In Figure 1-1, photographer Jasper Johal showcases his photos in an online gallery that makes it easy to view a collection of images all displayed on the same page: As you roll your cursor over the images on the right, they're displayed on the left. This type of navigation is a helpful way to present a gallery.



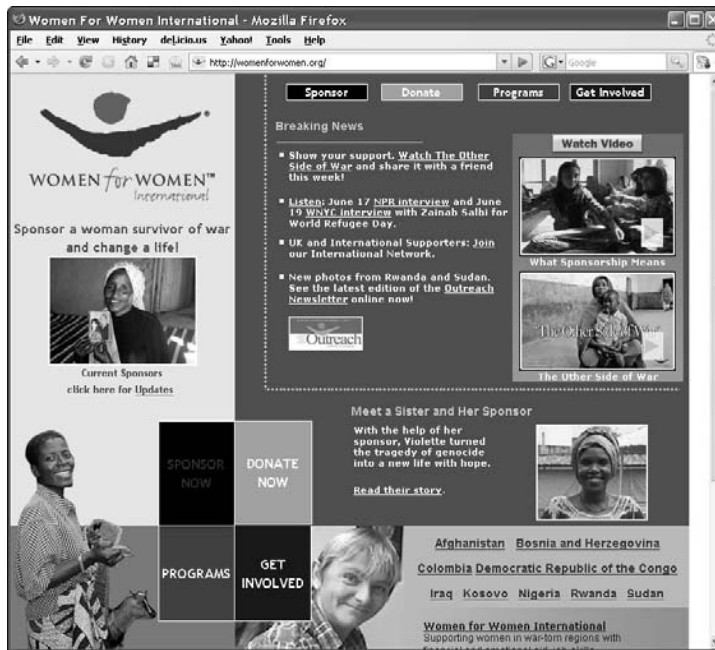
**Figure 1-1:** Portfolio sites can showcase photos or artwork, like this gallery on Jasper Johal's Web site.

- **Online profile:** Consultants, authors, attorneys, dentists, and other professionals are well served by online profile sites that include biographical information, a list of services or specialties, references and testimonials, and links to completed projects, writings, or other works. To promote my own books and my speaking and consulting services, I created an online profile site at [www.jcwarner.com](http://www.jcwarner.com), shown in Figure 1-2. You can also access my site at [www.JanineWarner.com](http://www.JanineWarner.com). (In Chapter 2, you find tips about registering multiple domain names for the same Web site.)



**Figure 1-2:** You can find my full biography, writing samples, and more at my online profile site at [www.JCWarner.com](http://www.JCWarner.com).

- **Club or organization:** Better than a bumper sticker, a Web site like the one shown in Figure 1-3 is an excellent way to showcase your favorite clubs, charities, after-school activities, hobbies, and more.
- **Small business:** Whether you're a sole proprietor, like the dressmaker featured in Figure 1-4, or you have a rapidly growing, soon-to-be big business, creating a Web site can make all the difference in your success, online and off.



**Figure 1-3:** Women for Women showcases its programs and success stories, and makes it easy for you to participate in its unique sponsorship programs.



**Figure 1-4:** Niche businesses, such as this dressmaker who specializes in making custom ball gowns, are especially well suited to the Web where it's easy to search for hard-to-find services.

## Building, testing, and publishing a Web Site

In a nutshell, building a Web site involves creating a *home page* (often called the *front page*) that links to other pages representing different sections of the site. Those pages, in turn, can link to subsections that can then

lead to additional subsections or individual pages. Once you've created a Web site, you can test all the links on your own hard drive and then upload the pages to a Web server when everything is ready and working well.

- **Family and wedding:** Before couples say “I do,” more and more of them are building wedding Web sites that feature invitations, directions, guest registries, and more. And, as a family grows, building a Web site is a way to help everyone stay in touch, which is the goal of the site shown in Figure 1-5.



**Figure 1-5:** Showcase your wedding photos, and keep your family members feeling connected with a personal Web site featuring those you love.

## Developing a Project Plan

As with most project plans, a good Web site plan is made up of a series of tasks, a budget, a timeline, and a list of the resources and materials you need. Taking the time to create a detailed project plan gives you a structure within which you can work with greater confidence, and a much better chance of meeting your original goals on time and on budget.

The following list provides a step-by-step approach to creating a project plan:

1. **Define the goals and objectives of your site.**
2. **Create a content list.**

3. **Create a task list.**
4. **Set a timeline.**
5. **Establish a budget.**
6. **Determine how to handle maintenance and updates.**
7. **Assemble a team.**

In the sections that follow, you find out the details involved in each of these steps.

## *Defining goals and objectives*

The series of questions you find in this section is designed to help you assess how a Web site can best serve you, your business, or organization. Taking the time to answer each of the questions should help you define the goals of your site and create a guide that you can use as you organize and prioritize the development.

Before you start sketching out the home page, it's good practice to define the most important aspects of a Web site and identify what you really need. Remember that you can always start small and develop a Web site over time. There's no rush to get the site up as fast as possible — the Web isn't going anywhere, and the best uses of the Web are the ones that will be around for a long time.

Before you even start, make sure that you and your staff (or friends and family) are clear about why you're creating a Web site and what it will take. Spend a little time answering each of the following questions, and use your responses to shape the planning and implementation of your Web site. Creating an outstanding Web site takes effort, and that effort can take time away from other things that are important. The more you plan, the more you have time left over for a little fun and relaxation (at least once in a while).

### ✓ **Why is having a Web site important to you?**

Separate the pipe from the dream and get clear on your true motivation.

### ✓ **What are your objectives?**

Determine whether you will use your Web site to promote your business, sell products or services, cut costs, showcase clients, provide customer support, stay in touch with friends and family, or do something that no one else has ever done.

As you go through the planning and development process, write down your top goals and refine them until you have two (at most, three) clear objectives for your site. Then keep your list somewhere so that you're forced to look at your objectives regularly, like the edge of your computer monitor or the bathroom mirror. Whenever you have a question about any aspect of the design, content, or development of your site, refer to your list of goals and make sure that your decisions remain true to your objectives.

### ✓ **How will you measure success?**

You won't achieve success with your Web site project unless you can effectively measure its results, so be sure that you can voice your objectives in measurable ways. The more specific and quantifiable you can be, the better. For example, rather than just state, "The goal is reducing the telemarketing



staff,” assign an amount and a time frame to make an objective quantifiable, such as, “The goal is reducing the telemarketing staff by 20 percent in 6 months.” Doing so helps you make sure that you’re taking the necessary steps to achieve that goal.

✔ **Whom do you want to visit your Web site?**

Consider your audience above all else. If you’re creating a sales site for real estate investors, you should probably take a different design approach than if you’re creating a game site for 12-year-olds. If you’re not sure what 12-year-olds want on a Web site, round some up and ask them.

Clarifying the target audience of your Web site should be a key factor in how you plan and develop your site, from the vocabulary you use to how public you make the information. For example, a site for doctors might include complex medical terms, whereas a site for patients needs more common language. Similarly, an architect might create a Web site with a public section where potential clients can view photos of completed projects and testimonials, and also create a password-protected section where current clients can view plans as they’re being developed.

✔ **What do you want a user to gain from visiting your Web site?**

One of my favorite benefits of a Web site is instant information at 1 a.m. without having to talk to anybody or wait on hold. Take time to consider what you want your visitors to learn from your site, and then make sure that the information is front and center in your design and development plans.

✔ **What do you want users to do after or on visits to your Web site?**

The more specific you can be about what you want visitors to do on your site, the better. Do you want visitors to buy a product, hire you to perform a service, join an association, call and ask for an appointment, sign up for a newsletter, or just tell their friends and family how cool your Web site is? Whatever you desire, you want your site’s design to encourage visitors to take that action and to make it as easy as possible for them to do so.

✔ **Do you expect to make money on your Web site?**

If your answer is “Of course I do!” that goal should shape everything you do as you design the way visitors will use your site. Pay special attention to the



### ***Fred’s Fine Furniture defined goals***

To help you appreciate how the planning process for a Web site could work, I’ll use the fictitious business, Fred’s Fine Furniture, as an example. After you complete the initial questionnaire earlier in this chapter, you should create a list of goals that looks something like this:

- ✔ Promote Fred’s furniture store.
- ✔ Describe and showcase Fred’s custom furniture services.
- ✔ Help customers easily find Fred’s contact information, store hours, and location.
- ✔ Encourage site visitors to register their tastes and furniture wish lists.
- ✔ Sign up visitors for Fred’s e-mail newsletter.



section “Establishing a budget” later in this chapter, to make sure that you see a return on your investment.

Besides being potential cash generators, Web sites can help you be more competitive, advertise your store or services, schedule and inform staff, and reduce travel and other types of expenses. Some of the most successful Web sites are designed to save money by reducing long-distance phone charges and other customer-support expenses.

## *Creating a content list*

All the text, graphics, and multimedia elements that you want to display on the pages of your Web site are commonly referred to as the *content* of the site. To help guide your work and planning, your content list should include all photos, graphics, biographies, product descriptions, maps, and other items that you might want to feature on your site.

The best way to start creating a content list is to brainstorm all the things you think you might want on the site, such as contact information, product descriptions, logos, photos, graphics, and biographies.

The content list is a valuable tool that you can refer to as you develop your project plan, site map, and task list. As you continue to develop the project plan and ultimately the site, you’ll probably discover more things that you want to add to the content list, so make sure to create it in a way that’s easy to add to and edit as you progress.



A program like Microsoft Word (or, if you prefer, Excel), is an excellent tool for this task because you can easily make additions and move content around as you develop your list.

Use the content list as you organize your site content (see Chapter 3) and you’re likely to think of additions to the content list as you work on that step. For example, as the About Us page is created on the Fred’s Fine Furniture site featured in the

### *Fred’s Fine Furniture content list*

Continuing with Fred’s Fine Furniture as an example, a content list might look like this:

Company logo

Contact information

Photos of each piece of furniture

Descriptive paragraph for each piece of furniture

Pricing and ordering information

Photos that provide a tour of the showroom

Map to the showroom

Credit policies

Welcome message for the home page

Description of the newsletter and invitation to sign up

Company description for the About Us page

Biography and photo of Fred



sidebars, Fred might realize that he wants to add a picture of the store, a map to the store, and some text describing the company.

## Creating a task list

The task list should be the heart of your project plan. It's the list of tasks that must be accomplished in order to meet your goals and launch your Web site.

You can create a task list in many ways, including a few software programs designed to help with project management. If you're creating a relatively simple Web site and have a very small team, you need only a list with a few notes and dates attached to each task. If you're working on a more-complex project with a team, you might want a program like Microsoft Project, which includes a variety of features designed to make it easy to plan and track tasks over time.



When you create your task list, keep in mind that gathering your content is among the most time-consuming aspects of your Web site project. Many people underestimate how long it takes to gather all the photos, text descriptions, biographies, and other elements you may want in a Web site. Break down the task of gathering content this way:

- ✔ **Gather existing content:** You might already have much of the content you need in brochures, press releases, or other materials related to your company or organization.
- ✔ **Digitize your text:** If you're including existing content in your site, you might still have to do some work to get it all in *digital format*, where text is converted into a word-processing or other text file.
- ✔ **Digitize images:** If you already have photos you want to use, those images might have to be scanned. Even if you already have digital photos, before you can add them to a Web page, they must be in the correct format and

### *Fred's Fine Furniture task list*

Register a domain name for the Web site.

Evaluate and select a Web site hosting company.

Create a list of all the main sections and features of the site.

Identify which products to include.

Create and gather descriptions and photos of furniture.

Design a few special offers and coupons to be featured.

Create a registration questionnaire for the newsletter.

Write the first three e-mail newsletters to send to registrants.

Create a site map that details the main sections and subsections and describes how pages will be linked.

Design the front page, each main section front, and the internal pages.

Optimize images and integrate content into the page designs.

Test, test, and test some more.

Prepare and implement a marketing plan.

*optimized*, a process that helps them to be downloaded as quickly as possible over the Internet. (You can find step-by-step instructions for preparing and optimizing images for the Web in Chapter 4.)

- ✓ **Create new content for your site:** For example, you might want to create a photo tour of your shop (to feature on the front page) or write or update biographies of key personnel.

## Setting a timeline

With your task list ironed out, you're ready to create a timeline. Several popular programs can help. Microsoft Project can help you define a task, specify how long it should take, and then associate it with other tasks on a timeline. If you don't want to spend the money on Microsoft Project or take the time to learn this somewhat complex program, you can create a simple project plan in any calendar program or even in a spreadsheet or word-processing program.



Your main goal is to create a timeline that can be adjusted if someone misses a deadline or if a project takes more (or less) time than expected.

Setting and enforcing deadlines can help you stick to your timeline: Even if you're working on a Web site by yourself, or with a very small team, setting deadlines can be one of the most important parts of your project plan — and your best chance of finishing. Most good Web sites are never-ending projects because you can always add more content and develop them further — although you shouldn't let it keep you from getting your site launched. Set a deadline for at least the first phase of development, and then hold yourself to it.



Be sure to give yourself a realistic timeframe to do a good job, and factor in a little more time than you think you need, especially if you're new to Web design. Tying a deadline to a special event or occasion, even if you're creating a personal site, can help make you stick to the date. For example, set a launch date for a family Web site on an occasion like your grandma's birthday so that you can make it a surprise for her. Or, plan to publish the redesign for your small-business site in time for a trade show or annual sales event. When a deadline has a specific date and a clear goal associated with it, it's easier to take the deadlines seriously.

## Establishing a budget

“How much does a Web site cost?” is often the first question asked by someone who decides that they want a Web site. But, if you think about it, it's a little like asking how much it costs to build a house — the answer depends on how many rooms you want, whether you want a marble or cement staircase, and whether you want a swimming pool in the backyard. You may have no idea how much it costs to build a home. After all, different contractors provide different price quotes based on how experienced they are or the kinds of materials they plan to use. If you're planning to build the house yourself, it becomes your job to figure out whether the features you want are reasonable and affordable.

Fortunately, most Web sites, at least the kind you're likely to build yourself with the templates and instructions provided in this book, don't cost nearly as much as a house. Before you can set a realistic budget, you need to break down the project into

pieces (by following the steps outlined earlier in this chapter) and then start adding prices to the task list in your project plan. Determining the cost of each element of a Web project helps you manage the cost and scope and estimate the overall costs. Among the key costs you can expect are the ones in this list:

- ✔ **Web hosting:** This service can cost as little as a few dollars a month or as much as a couple hundred dollars, if you plan to include audio and video files, which require more space on a server and more bandwidth to download.
- ✔ **Domain names:** A domain name costs about \$5 to \$10 per year, although you might want more than one domain name for the same site. (You can find tips about hosting and registering domain names in Chapter 2.)
- ✔ **Your personal time:** If you're building a site yourself, one of your biggest costs is likely to be the time you spend working on it.
- ✔ **Software programs:** The tools used to create a Web site can range from free to expensive. At the very least, consider getting an image-editing program like Photoshop CS3 (\$650), or Photoshop Elements (\$99) — a fine alternative if you are not working with a lot of graphics. For Web design, I find Adobe Dreamweaver (\$399) is well worth the price.
- ✔ **Consulting services:** Another major cost for do-it-yourselfers is any consulting service you use to augment your own skills. For example, you might hire an editor to review the text for your site or hire a programmer to create complex, interactive features, like a password-protected section where you keep clients informed as you work on their private projects.
- ✔ **Shopping system:** If you want a shopping system, compare the costs of a few and then include a rough estimate until you make a final decision. (You find recommended services in Chapter 14.)

As you put together your budget, start with the clear-cut costs, like paying for a domain name and hosting, and then move on to other items specific to your needs. After you have a price quote for each element and begin putting the pieces together, you can distinguish the more-expensive features and better decide which ones you can afford now and which ones to add later.

## *Preparing for updates and maintenance*

The Web provides a powerful vehicle for businesses and nonprofit organizations to present their own side of any story and to get the word out quickly when tragic events, bad press, or other crises arise.

Don't wait for an emergency to happen to find out whether you're prepared to add new information to your Web site quickly, and don't fool yourself into thinking that just because you don't manage a daily Internet newspaper, you don't have to worry about making speedy updates.

With a little planning and some key systems set up in advance, you can be prepared for events that require timely information — whether an international crisis stops air travel, a flood closes your nonprofit, or an embarrassing event makes your CEO cringe and forces the real story to be told as soon as possible.

Most organizations develop Web sites that are updated weekly, monthly, or even annually. More sophisticated sites might link to databases that track inventory or update product listings in real time, but even high-end sites are often ill prepared to update special information quickly.

Here are a few things you can do to be prepared for timely updates on your site:

- ✔ **Make sure that you can send new information to your Web site quickly.** Many Web sites are designed with testing systems that safeguard against careless mistakes, but these systems can add hours, or even days, to the time it takes to add new information to your Web site. Work with your technical staff or consultants to make sure that you can update your site quickly if necessary. You might have to create a new section that you can update independently from the rest of the site or override the regular update system.
- ✔ **Ensure that you can easily update important sections of your site.** Consider building or buying a content-management system that uses Web-based forms to post new information to your site. This type of system can be designed to change or add information to a Web page as easily as filling out an online order form. You need an experienced programmer to develop a form-based update system. Many Web consultants offer this kind of service for a reasonable fee. For example, this method works if you're a real estate agent and you need to change listings or a calendar event. Include password protection so that you control access to the form. As an added benefit, a form enables you to make updates from any computer connected to the Internet, so you can update your Web site even if you can't get back into your office.
- ✔ **Identify and train key staff to update the site.** With the right systems in place, you don't need to have much technical experience to make simple updates to a site, but your staff needs some instruction and regular reminders. Make sure to also develop a schedule for retraining to ensure that no one forgets emergency procedures. An extremely serious emergency could happen tomorrow or might not happen for years — you never know, so being prepared pays off in the end.

## *Assembling a team*

Don't go it alone! The best Web sites are developed by a team of people with a variety of skills, including writers, designers, programmers, and multimedia producers. If you're developing a relatively small, simple Web site, you might not need a lot of people with specialized skills on your team, but the more you can divide the work among experts, the better. Although the instructions and templates included with this book are designed to help you do it yourself, you occasionally still have to seek out specialists — like a good editor to ensure that your text is well written or a programmer who can create advanced features, like password-protected sections of a Web site. Throughout this book, I've worked hard to give you the best and easiest ways to create a Web site on your own, but I would be remiss not to point out that hiring a specialist or two once in a while can be a helpful way to complement the work you do yourself. Don't be afraid to ask for help if you need it.

## Chapter 2

# Securing a Domain Name and Web Host

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### *In This Chapter*

- ▶ Selecting a domain name
  - ▶ Registering a domain name
  - ▶ Understanding why you need Web hosting
  - ▶ Choosing a hosting service
- 

**T**he most important part of a Web site may be what you put on the pages: the information, services, or products you offer. To pull it all together, however, you also need a domain name and a *server*, a computer with special software where you can publish your site on the Web.

In the first part of this chapter, you discover how domain name registration works, what to do if the name you want is already taken, and where you go to search for domain names for free. In the second part of this chapter, you find a list of questions you should ask before you choose a Web hosting service. Using the same service to host your Web site that you use to register your domain name is the simplest solution, but not always the most economical, or the one that is most likely to best serve your needs. The information you find here will help you choose among the many services available.

Whether you're creating a Web site for your business, hobby, or family, you'll want to follow the steps in this chapter to register a domain name and select a Web host. You start creating the pages of your Web site in Part II, but the preliminary steps in this chapter ensure that everything will be set up when you're ready to launch your new Web site.

## *Finding and Registering Domain Names*

The address for a Web site is its *domain name*. For example, Wiley Publishing, the company that published this book, has a Web site with the domain name `www.wiley.com`. The company also has a Web site with the domain name `www.dummies.com`, for the *For Dummies* book series.

Even before you start building a Web site, I recommend that you register your own domain name. The process is simple and painless and costs less than \$10 per year. If you don't register a domain name, your Web site's address will be an extension of

the domain that your service provider registered and will probably look something like this:

```
www.serviceprovider.com/users/wiley
```

If you register a domain name, you can point the name wherever your Web site is hosted, and your address should look more like this:

```
www.wiley.com
```

## Choosing a good domain name



Your domain name is your calling card — it should be short and sweet and easy to say and write. If your Web address is too long or complex, it's hard for anyone to remember or type on a keyboard. The best domain name for your site is easy to remember, easy to convey (it can be said in one simple sentence), and easy to spell.

A shortened version of your business name may seem like a better domain name because it requires less typing, but if your customers know you by your full name, they may be confused. For example, the official site for American Airlines is `www.aa.com`, but the company was smart enough to register more than one name, so if you type `www.americanairlines.com`, your browser goes to the same site.

When you're tossing around ideas for a domain name, keep these rules in mind:

- ✓ **Domain names aren't case sensitive.** For example, you can get to my Web site by entering `www.digitalfamily.com` or `www.DigitalFamily.com`. (See Figure 2-1.) I prefer to capitalize the *D* and *F* in my domain name when I print it on business cards or other collateral, because it makes the domain name easier to read.



**Figure 2-1:** Both `www.DigitalFamily.com` and `www.digitalfamily.com` take you to the same Web site.

- ✔ **Any characters that appear *after* a domain name extension are case sensitive** (the dot-com or dot-org part of the address, for example). Thus, `www.JanineWarner.com/books` isn't the same address as `www.JanineWarner.com/Books`.
- ✔ **Although you can use a hyphen or an underscore in a domain name, it's generally simpler to use a combination of words run together.** For example, you can register `www.the-digital-family.com`, but that's harder to convey verbally because you have to explain the hyphens. If you simply use `www.digitalfamily.com`, you can say, "My address is Digital Family dot com, all one word."
- ✔ **Domain names cannot contain spaces, periods, apostrophes, or other punctuation.**
- ✔ **Make sure that your domain name doesn't violate a trademark.** You can do a simple trademark search at `www.uspto.gov`. If you're starting a business or concerned about violating someone's trademark, consult an attorney.

## *Searching for an available domain name*

You can register any domain name that hasn't already been taken by someone else. Finding out whether a name is already in use is easy — and free. To see whether a domain name is already registered, do a simple search at any domain registration Web site. All domain registrars check the same master databases that track all domain names on the Web. Hundreds of sites offer the service; the following steps use `1and1.com` as an example, but most work the same way:

- 1. Use a Web browser to visit a domain name registrar.**

In this example, I'm using `www.1and1.com`.

- 2. In the Search area on the registrar's site, type the name you want to register.**

In Figure 2-2, I'm searching for `www.bookkeeper.com`.

- 3. Click to begin your search.**

The results of your search are displayed. (If you use `www.1and1.com`, for example, you click the Go button.) The results for a search on `www.bookkeeper.com` (which not surprisingly was already taken) are shown in Figure 2-2.

- 4. If the name you want isn't available and you don't like the alternatives offered, you can enter another name to see whether it's available. Domain registrars don't limit the number of names you can search for in any given search session.**

## Disputing a domain name

What if your name — either your personal name or your company name — is already taken, and you want to have it (or don't like what someone else is doing with it)?

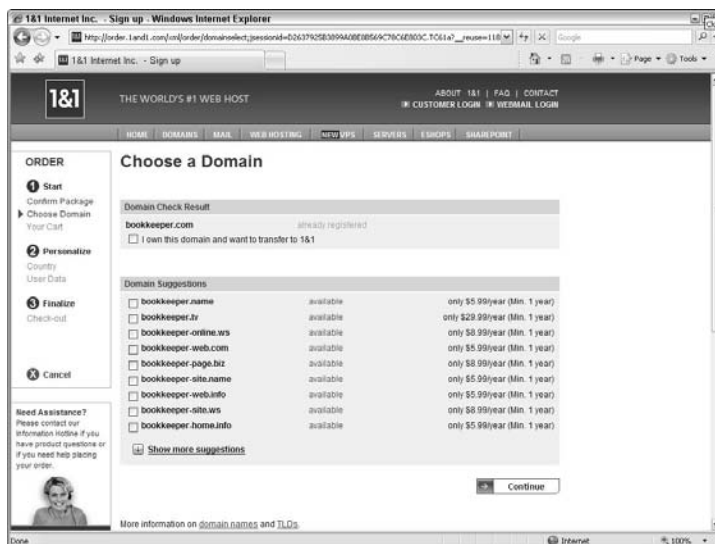
Unless the owner has opted for private registrations, you can find out to whom a domain name is registered by searching in the Whois database, a central registry of all domain registrants on the Internet. One site where you can search this database is [www.networksolutions.com/whois](http://www.networksolutions.com/whois), but most domain-registration sites include a More Info link for finding out about a taken domain. Most registration listings in the Whois database include the street address, phone number, and e-mail address of the person or business that registered the domain name in addition to information about the server or service provider that hosts the domain.

If you have your heart set on a registered domain name, you can contact the owner and try negotiating. Many people have registered names that they aren't using, and if you find one that's registered but not in use, the owner might be willing to sell for a

reasonable price. I know many people who have picked up great domain names for \$500 to \$1,000.

To date, the courts seem to be applying the same laws to domain names that they apply to trademarks. For example, if you have a legal trademark such as Levi, and someone registers [www.levi.com](http://www.levi.com) before you do, you can probably go to court and force the person to give you the domain name, although domain name disputes can be lengthy and expensive. If you don't have a trademark, you may have no alternative than to try to buy it from the person or choose another name instead.

If you think you have a case against someone who has taken your name, don't bother the registration service with your complaint. Domain registrars don't handle domain name disputes; they just register names on a first-come, first-served basis. Instead, talk to the guilty party directly. If that doesn't work, take the matter to court. If you can get a judge to rule that you're right, the domain registration service revokes the name and lets you have it.



**Figure 2-2:** If the name you want isn't available, most registrars offer a list of recommended alternatives.





Don't get frustrated if you find that the domain name you want is already taken. You can almost always find a name that will serve you well if you try a few variations. Here are a few tips for finding a suitable variation:

- ✓ **Add a word or phrase that indicates geographic location or makes the name more specific:** For example, if `www.news.com` is taken, consider `www.PointReyesNews.com` or `www.WestMarinNews.com`.
- ✓ **Sometimes a different name that has similar meaning can work:** For example, you can try to register `www.PointReyesReports.com`.
- ✓ **Try looking for playful names:** For example, `www.Accountant.com` is taken, but you might still find `www.FunnyAccountants.com` or `www.FrugalAccountants.com`.



Before you choose a close variation (or any domain name, for that matter), *always* check for sites whose names are similar to yours. Don't choose a name that's too close to someone else's if they are a competitor or if they have a site you would be embarrassed to be associated with. Similarly, consider whether others have already set up sites with your domain name but a different domain name ending.

## Registering your domain name

The specifics of registering a domain name vary among the services but the basic domain registration process is similar. Typically, after you perform your search, you are given instructions for registering the name, as well as offers to buy other kinds of services. In most cases, you need to select or decline options that the service has to offer and then proceed to pay for the services you selected. Common types of services, in addition to registration, are



- ✓ **Hosting:** Many registration services also offer Web site hosting (covered later in this chapter).
- ✓ **E-mail:** Typically, you have the option of creating one or more e-mail addresses associated with your domain name.
- ✓ **Privacy:** Most services allow you to choose whether your contact information as the owner of this domain name is readily available to others through a search on the Whois database. Most services charge a fee for private registration, which is kind of like having an unlisted phone number.

In addition to registering your main domain name — the one you plan to hand out to colleagues and clients or friends and family — my best advice is to register every variation and misspelling of your name that you can think of and direct those domain names to your Web site. Just because some people didn't do well in the third-grade spelling bee doesn't mean that they don't have money to buy your products or services online.

Directing more than one domain name to the same Web site is a relatively simple technical detail that you can arrange through your Internet service provider or the company where you register the name. And, it's not that expensive. At the time this book was being written, `godaddy.com` charged \$9.99 per year `www.networksolutions.com` charged \$14.99; and `www.1and1.com` charged \$5.99.

## *Register your own name*

I tell all my friends that they should register their own names as domain names because owning your own name is a key part of protecting your online reputation. A personal Web site serves as a great way to promote yourself, whether you are job hunting, developing a consulting business, or simply want to share your story with the world. And

because search engines tend to give priority to keywords that match domain names, your site should score high when someone searches your name if you've registered the domain. Even if you don't plan to use your domain name right away, registering it will prevent anyone else from setting up a site at your name.

Also consider registering the same name with different domain endings, such as .org, .net, and, most important, .com. The educational Web site Whyville, for example, registered whyville.org (the domain ending used by most nonprofits), but they also registered whyville.com because many people will assume that's the address. Owning these additional domains can also prevent you or your visitors from potential embarrassment or misrepresentation.

Most people consider the .com version of a name the most valuable, but if the .com version is unavailable, registering the .net, .biz, or .info versions may be a fine alternative. Just make sure that the site that has the .com version isn't a direct competitor or a site that you would be embarrassed by if your visitors found it accidentally.



Technically, when you register a domain name, you are leasing it, not purchasing it, which means it's possible to lose a domain name. Make sure your registration remains valid by renewing it when your registration service requires.

## *Understanding top-level domains*

When you search for a domain name, you need to determine not only the first part of the name but also the ending, commonly called top-level domains or TLDs. Table 2-1 provides a list of the most common domain name endings, their intended purposes, and their restrictions.

The .com domain has emerged as the most valuable because it's the best recognized and the one that people are most likely to remember. However, all these domains work the same way in terms of directing users to a Web site address. For example, www.smith.com, www.smith.net, and www.smith.org work the same way on the Internet.



Whether you use the www at the beginning of a domain name depends on how the domain is set up on your Web server. Most servers are set up so that a user is directed to a Web site with or without the www. Similarly, servers can be configured so that additional names can be added before the domain, such as news.google.com or maps.google.com.

<i>Top-level domain</i>	<i>Used By</i>	<i>Restrictions?</i>
.com	Commercial organizations; by far the most popular domain ending	No
.net	Internet services; used increasingly by people who don't get the .com names they want	No
.org	Nonprofit organizations	No
.biz	Businesses; a newer domain, used increasingly by businesses that don't get the .com domain names they want	No
.name	Individuals	No
.info	Informational sites	No
.mobi	Mobile sites	No
.aero	The air-transport industry	Yes
.coop	Cooperative associations	Yes
.museum	Museums	Yes
.gov	The United States government	Yes
.edu	Accredited colleges and universities	Yes
.mil	The United States military	Yes

## *Comparing country domains: .tv, .us, and .ws*

Nearly every country in the world now has its own domain, such as .us for the United States, .am for Armenia, .br for Brazil, .uk for the United Kingdom, and .zw for Zimbabwe.

A few foreign country codes have become popular in the United States because they represent common acronyms, such as .tv, which many assume stands for television but is really the domain name for the country of Tuvalu. (You can find a Tuvalu Web site at [www.tuvalu.tv](http://www.tuvalu.tv).) Similarly, .ws is assumed to mean Web site (and is even listed that way on some registrar sites), but it's the country code for Western Samoa. You can register a name with the .ws or .tv domain even if you don't live in one of those countries, but some countries have restrictions, and country domains are often more expensive to register than .com or .org names.

## Questions to Ask of Potential Web Hosting Services

After you register your domain name, the next step is to arrange for some kind of Web hosting service, such as DreamHost, shown in Figure 2-3. For the purposes of this book, I'm going to assume you don't want to run your own Web server, which is much more complex than building a Web site and not necessary for anyone who isn't running an extremely large Web site.

How do you find a Web host with all the features you need for your Web site? And, how do you even know what to ask?



**Figure 2-3:** The DreamHost service offers competitive rates for accounts that can handle multiple sites, each with their own domain names, which makes it easy for me to host sites for a few of my family and friends.

The best place to look for a Web host is also the most obvious: Look online! If you search for Web hosts in a search engine, you find millions of matches to choose from. For more qualified recommendations, ask around and get references from people you trust, especially those with Web sites you admire.

After you narrow your options, shop around. Running a Web server is an increasingly competitive business, and not all companies offer the same features. Before you select a Web host, consider what you want on your Web site and make sure that you find a service that meets your needs. Your goal is to find the provider with the best collection of services within your budget. The following sections highlight a few questions to ask as you explore the features that different services offer.

## *“How much do you charge?”*

Choosing a Web host is a little like choosing a cell phone company or a long-distance carrier. In theory, all phone companies provide the same capability to make a phone call, but as you probably know, in practice, they offer vastly different rate plans and special services.

My best advice is to get a good start on the development plan for your site before you shop around for a service provider so that you know which kinds of services you need. (You can find more information about planning a Web project in Chapter 1.) You might decide, for example, that you want 24-hour technical support so that you can get help at night after work, but you don't want to pay extra for secure financial transactions because you don't plan to sell products online.

In general, the big-ticket items at Web hosting services are:

- ✔ **Bandwidth:** *Bandwidth* measures the carrying capacity of a connection on the Internet. Compare it to a garden hose and its capacity to transport water: The larger the diameter of the hose, the more water it can carry. Bandwidth works the same way: The greater the bandwidth, the faster the transmission of information. Bandwidth gets expensive if lots of people visit your site, because more visitors mean more use of the connection. If you want to offer streaming video or audio files, they can also use up a lot of bandwidth, and you'll have to pay a premium for hosting.
- ✔ **Disk space:** The bigger your site — the more images and especially the more sound files, video, and animation files you include — the more you'll pay for the disk space to host it. Because video files are much larger than images or text files, video takes up much more hard disk space and requires more bandwidth to be viewed. As a result, providing many hours of video on your site can be expensive.
- ✔ **E-commerce:** Some Web hosting packages include secure e-commerce capabilities and sophisticated programming options. Unless you're planning to sell products or services on your site or to publish large amounts of video or sound files, you'll probably do fine with the simplest or lowest-level Web hosting package your service provider offers.
- ✔ **Streaming media:** If you want to offer audio, video, or Flash animations on your Web site, check whether your hosting service features the capability to stream your multimedia files. It's a nice option: Streaming is what enables visitors to your site to start playing a video or audio file while it is downloading, instead of having to wait for the entire file to download before it can be started.

## *“Do you provide e-commerce services?”*

Many Web hosting services, such as those provided by Yahoo!, shown in Figure 2-4, provide e-commerce features in addition to hosting and domain registration all in one place. If you're thinking of starting a business or taking your existing business

online, you may want to make sure your service provider can handle e-commerce transactions. If you plan to sell a lot of products, I also recommend a *shopping cart* system, which is a program that enables visitors to add products to a checkout page that tracks and tallies selected items as a visitor moves through your site. You can buy shopping cart systems separately, but many service providers, such as Yahoo!, include shopping cart features as part of their online store services. (You find more information about selling products on the Web in Chapter 13.)



**Figure 2-4:** Some Web hosting services, such as Yahoo!, provide e-commerce capabilities.

## “Do you offer technical support?”

If you run into trouble uploading or maintaining your site, you might need to contact your hosting company to find out specifics about connecting to its Web server. If you want to use more-advanced services, such as an e-commerce system, you're even more likely to need its help. The bottom line: Technical support is important, and it's always a good idea to make sure you can get help when you need it.



Some Web hosting services have knowledgeable technical support staff on call 24 hours a day; others might never answer the phone but respond instead to e-mail inquiries. Before you even sign up for service, e-mail a few questions or call the tech support line of the service providers you're considering to see how long it takes each one to respond to your initial questions. If you have trouble getting your initial questions answered from a Web hosting service, you'll probably have even more trouble getting help after the Web host has your money.



Most Web hosts post frequently asked questions (FAQs) on their Web sites. FAQs can be a great place to get answers to common questions and to find out about common problems other users are having — before you even sign up.

Expect your Web host to give you basic assistance, such as helping you understand the specific aspects of how to log on to its server and upload your pages. However, few Web hosts provide help with Web design and development, so don't judge them badly if they don't give you advice about the design or graphics for your site.

## *“Which backup systems do you have in place?”*

Backup systems are crucial on the Internet — technical problems are common, servers go down, and the contents of a Web server can be lost if it's not backed up regularly. Any reputable service provider should have a regular backup system in place. If someone balks when you ask about the backup system, the provider probably isn't reliable or well run.



Always keep a backup of your Web site on your own computer. You're probably doing this already if you created the site on your hard drive, but you should keep an extra copy of the site on an external hard disk or a CD. If you use consultants to do any of the work for you, get copies of their work. Similarly, if other members of your team are working on the site, make sure you collect their work in one place and keep it backed up.

## *“Can I host more than one domain name?”*

As you compare options, you might notice that some providers charge more for packages that enable you to host multiple domain names. You might choose a package that supports multiple domain names if you want each member of the family to be able to register their own domain name and set up their own site separately or if you run multiple companies or information sites. For example, you can set up `www.JeanDoherty.com`, `www.JoshDoherty.com`, and `www.TheDohertyFamily.com` as separate sites on the same account if it supports multiple domains. Although a Web hosting package that supports multiple domain names is generally more expensive, it might save you money compared to the cost of setting up a different Web hosting account for each Web site you want to create.



Note that there's a difference between hosting multiple domain names that point to different Web sites, as in the example in the preceding paragraph, and pointing two or more domain names to the same site. If you want two names, such as `www.TheDohertyFamily.com` and `www.TheDohertys.com`, to direct visitors to the same site, you can manage that situation with your domain name registrar and save the cost of a premium Web server account that supports multiple domain names. Check with your domain name registrar for more information on how to direct multiple domain names to the same Web server.





## Chapter 3

# Understanding Web Design

### *In This Chapter*

- ▶ Exploring the many ways to create a Web site
- ▶ Designing your Web site
- ▶ Reviewing Web design and graphics programs
- ▶ Understanding how Web pages work
- ▶ Exploring HTML
- ▶ Styling Web pages with CSS

Over the years, Web design has evolved dramatically, and creating Web sites has become much more complex. Fortunately, the tools and services now available make many aspects of Web design easier, and make even the most complicated features simpler than ever to add to your site.

The first commercial Web pages, which began appearing on the Internet in the mid-1990s, were limited to static photos and text with extremely simple layouts. Now you can create rich media Web experiences with audio, video, interactive games, shopping carts, and complex designs that weren't even possible back then.

To help you lay the groundwork for the options that are now possible, this chapter helps you

- ✔ Create a great-looking design that's easy to use and attracts and retains visitors.
- ✔ Make decisions about the underlying structure of a site — namely, how to organize the content on the site's pages and ensure that visitors can intuitively use the navigation system.
- ✔ Understand what the leading image-editing Web design programs have to offer.
- ✔ Understand how modern Web pages are created using HTML (the HyperText Markup Language), CSS (Cascading Style Sheets), and multimedia. Although you don't have to look at the code to use the templates featured in this book, having at least a general understanding of how Web pages work can go a long way toward helping you understand which features can easily be added to a Web page and which ones require more training or specialized services. For example, creating a survey or poll on a Web site requires advanced programming skills, unless you use a service like SurveyMonkey.com, featured in Chapter 14.

If you like having the bigger picture before you get started on the practical applications, this chapter is for you. If you just want to get to work on your first Web page, feel free to jump ahead to any chapter in this book. Just remember that this chapter is designed to help you understand why some tasks on the Web are easy to do and why others are challenging.

## Appreciating the Many Approaches to Web Design

If you've never created a Web site, you may not realize how many ways you can publish photos and other information on the Web, or how many software programs and service providers you can choose from. You've probably seen Web sites in many styles, but you may not realize that the different looks of those sites sometimes depend on the type of technology used to create them.

This list briefly describes some of the types of Web sites you can create:

- ✓ **Online photo album:** One of the fastest and easiest ways to put photos online is to use one of the free online photo album sites, such as Flickr.com, KodakGallery.com, or Shutterfly.com. Most photo sites make their money by charging for prints, which they're happy to send to you or your loved ones for about 20 or 30 cents apiece.
- ✓ **Free online service:** Several online services, such as Geocities.com, Angelfire.com, and Tripod.com, offer free Web sites. The catch is that these companies then sell advertising on your pages, and you have no control over which ads run next to your words and pictures.
- ✓  **Blogging software:** Millions of people now have *blogs*, or online journals, on the Internet. These sites' popularity has spawned a variety of software programs designed to facilitate easy updates, such as Blogger.com. A blog may be your best option if you want to make frequent updates to your Web site. You can even add a blog to a Web site you created in a program like Dreamweaver. This approach, covered in Chapter 10, combines the best of both worlds.
- ✓ **Predesigned template:** I included a collection of templates in this book so that you can easily create a variety of common Web sites, such as a portfolio site or wedding site. To use the templates featured in Chapters 6 through 8, you need the Web design program Adobe Dreamweaver, and an image program, such as Adobe Photoshop Elements. Creating a site based on a template is much easier than creating a site from scratch, and you can always edit and customize templates to suit your preferences. For a quick look at what you can do with the companion templates, check out the color insert in this book.
- ✓ **Database-driven:** The most-sophisticated Web sites on the Internet, such as the online store at Amazon.com or the news site at CNN.com, were created using complex programming and databases. Combining a database that records information about users with the capability to automatically generate pages enables Amazon to greet you by name when you return to its site, track your orders as you buy books, and even make recommendations

based on your previous purchases. Although these kinds of advanced features are quite expensive and complex to create, you can add many similar features, such as an online shopping cart, by using the online services covered in Chapter 13.

## *Designing Your Web Site*

No matter how technically sophisticated a Web site is or how creative its writing, most people notice a site's design first. Make sure that you leave plenty of time and reserve funds in the budget to develop an appropriate and attractive design for your Web site. The right design is one that best suits your audience — and that may or may not mean lots of fancy graphics and animations. To pinpoint the right design for your site, follow these guidelines:

- ✔ **Before you develop the design, think about whom you want to attract to your Web site.** A gaming Web site geared toward teenagers should look much different from a Web site with gardening tips or an online banking site for adults.
- ✔ **Review other sites designed for your target market.** Study the way other sites use images, set up navigation, and organize information. You don't want your site to look exactly like your competition, because you want your site to stand out (and you shouldn't just copy someone else's design), but you can certainly gain useful ideas from reviewing other people's sites.
- ✔ **Keep in mind how your design decisions might affect download times.** Consider your audience's time constraints, attention span, and (most importantly) goals. If you design your site to provide information to busy businesspeople, you want fast-loading pages with few graphics and little or no animation. If you design your site for entertainment, your audience might be willing to wait a little longer for animation and other interactive features.

## *Creating a consistent design*

Most Web sites work best, and are easiest to navigate, when they follow a consistent design. Here's a case in point: Most readers take for granted that books don't change their design from page to page and that newspapers don't change headline fonts and logos from day to day. Consistency is one of the primary tools used in books and newspapers to help readers easily distinguish different elements and follow a story or theme.

As you lay out your Web page, keep related items close to one another and be consistent about how you design similar content elements. This type of organization makes following information visually much easier. Viewers should instantly understand which pieces of information are related to each other. Distinguish different kinds of information by their

- ✔ **Design:** Make sure that similar elements follow the same design parameters, such as type style, banner size, and page background color. To ensure a consistent style, define a set of colors, shapes, or other elements that you use throughout the site. Choose two or three fonts for your Web site, and



use them consistently. Using too many fonts makes your pages less appealing and harder to read.

You can easily get dazzled by all the affects, filters, and tools you can create in an image editor or add to a Web page by copying and pasting some code. Don't fall into the trap of using fancy features just because you can. ("Look, Ma — I made the text on my Web page blink in neon pink!") Keep in mind that the most important thing is to make your photos and Web pages look good and download quickly on the Internet.

- ✓ **Location:** The position of elements on a page can strongly affect the amount of attention they receive. Many Internet studies have shown that text and images toward the top of the page get the most attention.
- ✓ **Prominence:** Give elements of similar importance the same weight on a page. If you use too many different elements on a page or on the same Web site, you can confuse your viewers.

Strive for consistency in your designs — except when you're trying to be unpredictable. A little surprise here and there can keep your Web site lively.

## *Mapping the structure: Organization, navigation, and links*

Helping visitors get around your site is a critical part of your site's design. Regardless of how much content you have on your site, the time-honored Web design tricks you find in this section help you organize content into pages, develop a navigation system, and identify where to place links strategically throughout your site.

### *Organizing the contents of your pages*

As you start planning the organization of your pages, consider these questions:

- ✓ When visitors arrive at your home page, where do you want them to go?
- ✓ How will visitors move around your site?
- ✓ How will visitors find the information that's important to them?

A good way to help answer these questions is to imagine that you're a typical user of your site. For example, you might say, "If I were a busy executive who came to my site looking for a new couch for my living room, what would make it easy for me to find it?"

Using your answers as well as your content list, decide which information you want to appear on the home page and how to organize its subsections. This basic structure of the home page and its subpages is typically the basis of a site's menu bar, one of the more-common navigational elements. All templates featured in this book include some kind of navigational menu that you can easily edit to include links to the main pages of your site, such as Home, Contact, and Products. Adding the menu bar to each page on the site provides visitors with a useful navigational tool because it lets them easily access main sections from anywhere within the site.

Here's an example of a menu bar you might create with a row of links to the main sections of a small-business site:

Home Page ~ About Us ~ Products ~ Services ~ Contact Info

As you create the bare bones of your site organization and navigation, think also about where you're likely to add content down the road. Be sure to ask useful questions during the planning process: What will you do when you have more products? Where will you put the products? How will you locate those pages again when someone wants to change a product price? If you're working on a publication, for example, consider how to build in new issues, how to link with new stories, and where to archive old information.



Whatever you do, never let users “get stuck” on a page because the link is broken or labeled Under Construction. Good Web sites are *always* under construction. Let visitors know that new treats are coming by putting notices on pages that already have content.

### ***Streamlining the navigation***

A good Web site is designed so that users can navigate easily and intuitively and create their own paths to find the information most relevant to them. As you start to work on the design, make sure that users can easily access key information from more than one place in the site and that they can move back and forth between the main pages and sections.

As you plan the navigation of your site, make sure that visitors can

- ✔ **Follow different paths to the same important information.** It might seem repetitive at first, but providing more than one link to the same page makes it easier for visitors to find their way around your site. For example, if you have a family history section, you might want to link to that page from many other pages in your site, such as the page about your daughter's wedding as well as the page about your grandparents.
- ✔ **Move back and forth between pages and sections.** Links that help users move forward and backward through a site can be especially useful in a slide show or an image gallery.
- ✔ **Add a search feature.** If you have a lot of content on your Web site, consider adding a way for users to search through your pages. One simple solution is the Google Mini Search Appliance, which you can search for at Google.com.



Follow the three-clicks rule, which states that no important piece of information should ever be more than three clicks away from anywhere else on your Web site. The most important information should be even closer at hand. Some information, such as contact information, should never be more than one click away.

## Reviewing Web Design and Graphics Programs

CSS, HTML, JavaScript, and all the other techy stuff you need in order to create Web pages is much easier to manage when you use a Web design program, such as Adobe Dreamweaver CS3 or Microsoft Expression Web. To help you appreciate the differences between these programs, you find brief descriptions and more in the following section. Then I review a number of image-editing programs to help you understand your many options in that arena.



No matter which software programs you choose for image editing or Web design, the basic concepts are the same. Ideally, an image editor should optimize images so that they download quickly over the Internet, and a Web-design program should create pages that look good to all visitors, no matter which browsers they use. For this book, I chose Dreamweaver CS3 for creating Web pages because it is by far the most popular Web design program on the market — and an excellent option for creating pages that look good to a wide variety of visitors. I chose Photoshop Elements 5 for graphics because it can create great images for the Web, yet it's relatively easy to use and reasonably priced. If you prefer to use the more-professional Photoshop CS3 instead, you should still be able to follow the instructions in this book because the program features I use are quite similar.

Although I believe that Photoshop Elements and Dreamweaver are the best programs for do-it-yourselfers on the Web, I wrote this section to help you understand the strengths and weaknesses of the most-popular Web-design programs so that you can find the program that's best for you now and in the future.

### Comparing image-editing programs

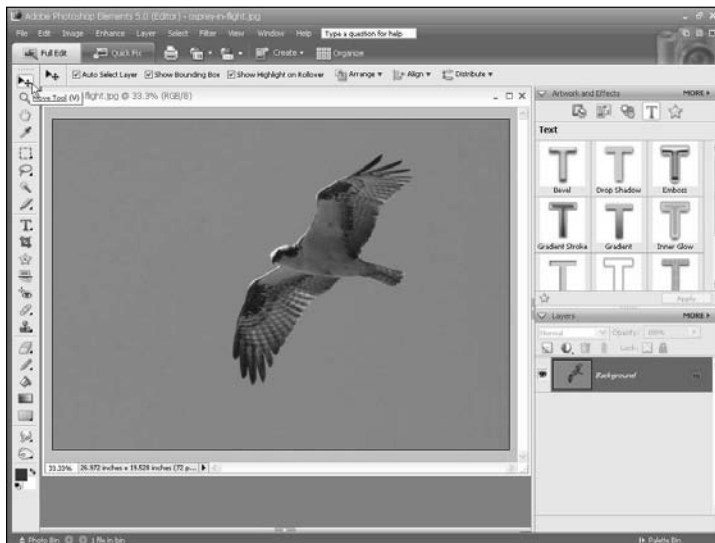
You can find many choices in the world of image-editing programs, from high-end programs, such as Adobe Photoshop, to “prosumer” (*professional consumer*) products, like Photoshop Elements, to simple programs that you can download for free over the Internet. Here's a quick comparison of some of the most-popular image-editing programs:

- ✓ **Adobe Photoshop CS3:** By far the most popular image editing program in the history of computer design, the powerful Photoshop CS3 lets you create, edit, and manipulate images. It's a professional tool, with a professional price tag (about \$650), so unless you have a big budget or you're a serious photographer or designer, Photoshop CS3 is probably more than you need (or want to pay for). You can download a 30-day free trial version at [www.adobe.com/photoshop](http://www.adobe.com/photoshop).
- ✓ **Adobe Photoshop Elements 5:** Shown in Figure 3-1, Photoshop Elements 5 features many of the same powerful tools as Photoshop CS3, but it's easier to use and costs only about \$100. Elements provides more than enough power for almost anything you need to do on a Web site, including optimizing images so that they download faster over the Internet. You find an introduction to Elements and instructions for creating and optimizing graphics for the Web in Chapter 4.



The difference between Photoshop and Photoshop Elements boils down to this: The expensive version is used by magazine editors and high-fashion photographers, for example, to perform painstaking, exacting work on their photos, to make flawless images that are optimized for print and suitable for viewing by millions of people. (Given enough time, you can use Photoshop to make a mule look like a supermodel.) For the rest of us, who just want to edit photos or perhaps create the impression that Uncle Ernie's basset hound is driving the lawnmower, Photoshop Elements 5 is all that's ever needed. You can download a 30-day free trial version at [www.adobe.com/elements](http://www.adobe.com/elements).

- **Adobe Fireworks CS3:** This image-design program has many special features for creating attractive images on the Web. With Fireworks, you can create animated images and slide shows for your Web pages. You can also create images in Fireworks and use the special slicing tool to cut the image into pieces before exporting it directly into a fully functional Web page. This feature makes Fireworks a favorite among many designers who like to create their page layouts in Fireworks, and then slice them so that the images can be optimized for the Web, and let Fireworks automatically re-create the design in HTML. Because Fireworks is integrated with Dreamweaver, you can move back and forth between the two programs, which makes it easier to make changes to designs that use lots of images. You can download a 30-day free trial version at [www.adobe.com/fireworks](http://www.adobe.com/fireworks).



**Figure 3-1:** Photoshop Elements is a great tool for creating and optimizing images for the Web, and it's more reasonably priced than Adobe's professional program, Photoshop CS3.

- **Free image-editing programs:** Search the Web for **free photo editor** and you find many listed, but only a few that are even worth downloading. If you're willing to settle for a more-limited program to save money, consider the online editor at [www.irfanview.com](http://www.irfanview.com) or download the popular GIMP (GNU Image Manipulation Program). You can find this open-source editor (available for Windows, Unix, and Linux) at [www.gimp.org](http://www.gimp.org).

## Comparing Web-design programs

In the early days of the Web, people were using lots of different visual HTML editors. Today only a few major ones are in common use on the Web: Adobe Dreamweaver and Microsoft Expression Web. Both programs are available for

- ✓ **Adobe Dreamweaver CS3:** By far the most popular choice among professional Web designers, this award-winning program offers high-end development tools, excellent design features, and valuable support for all the latest Internet technologies. Dreamweaver features a wide collection of customizable palettes, floating dialog boxes, and toolbars, which makes it look more like an image editor than a word processor. If you're serious about Web design, this is *the* tool to use. That's why I chose Dreamweaver to feature in this book. If you don't have a copy of Dreamweaver yet, you can download a fully functional 30-day trial version for free by visiting [www.Adobe.com/dreamweaver](http://www.Adobe.com/dreamweaver).

You find an introduction to Dreamweaver in Chapter 5 and step-by-step instructions for customizing the various templates featured in this book in Chapters 6, 7, and 8. When you're ready for more advanced design with Dreamweaver, you find a collection of online tutorials at [www.digitalfamily.com/dreamweaver](http://www.digitalfamily.com/dreamweaver) (shown in Figure 3-2), including excerpts of my book *Dreamweaver CS3 For Dummies* (Wiley Publishing).



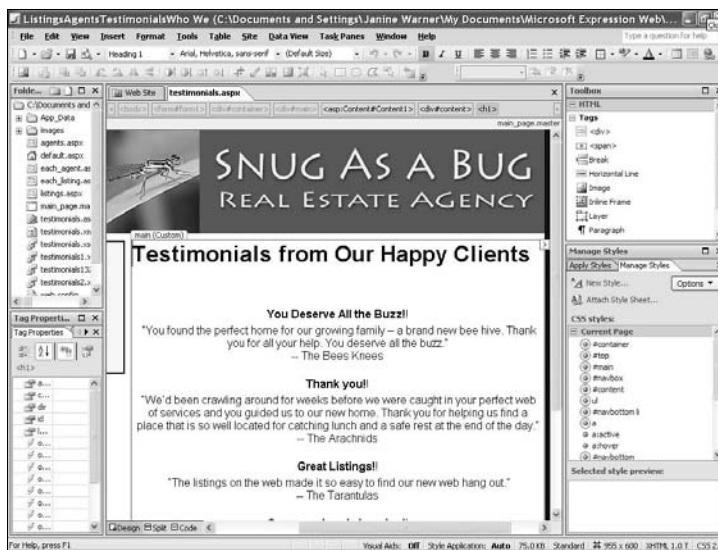
**Figure 3-2:** You can find Dreamweaver tutorials on my DigitalFamily Web site.

- ✓ **Adobe Contribute CS3:** Contribute is designed to make it easy for anyone to “contribute” to a Web site. This reasonably priced program is easy and intuitive to use, but it's not a stand-alone program. Contribute isn't designed to create Web sites — it's designed to help you easily *update* an existing site.



You need a program like Dreamweaver to complete a Web site from start to finish. Contribute is an ideal choice if you're creating a site in Dreamweaver using the templates in this book and you want to make it easy for other people who know little or nothing about the Web to update the site.

- **Microsoft Expression Web:** The newest contender in the Web design arena, Microsoft Expression Web (shown in Figure 3-3) is a professional Web-design program designed to replace Microsoft FrontPage. Although Expression Web was launched as a completely new program from Microsoft, FrontPage users are encouraged to upgrade to Expression Web, and FrontPage is no longer being developed by Microsoft. You can download a free trial version at [www.microsoft.com/expression](http://www.microsoft.com/expression).



**Figure 3-3:** The new Web page editor Expression Web enables you to create CSS-based designs.

## Understanding How Web Pages Work

Web browsers such as Internet Explorer, Firefox, and Safari are designed to display text, images, and other files on a computer screen. Essentially, browsers read the HTML and other code that makes up the text in a Web page and use the code to interpret how the page should be displayed to visitors.

Because HTML is a *markup* language, it's designed to “mark up” a page, or to provide instructions for how a Web page should look. Contrary to popular belief, HTML isn't a programming language, and it isn't capable of creating interactive features or even moving elements on a screen without help. For more-advanced features, like rollover effects, you need something more capable of interactivity, such as JavaScript. If you

want to collect information from visitors with a form or keep track of users' purchases as they move through your site, you need a robust programming language — like Perl, C#, or Java — that's capable of creating advanced Web systems, like shopping carts and interactive surveys.

If you're starting to worry that this book is getting a lot more technical than you expected, relax. I assure you, you don't learn any advanced programming in this book. I do, however, want you to understand that some tasks are relatively easy to do on the Web, like creating an online gallery where you can show off your photos. Other features are more complex to create, like a password-protected Web site or an online shopping system.



Avoid doing the programming yourself by reading Chapters 13 and 14 — they have lists of online services that you can use to add these types of advanced features to your site.

## *Using HTML and CSS together*

Most Web pages are now created using HTML and CSS. HTML came first, but CSS has become the darling of the Web because it enables designers to better format and position elements on a page.

How the two work together can get a bit complicated, but you essentially use HTML to create the structure of a page, insert images, add line breaks, and perform similar tasks. Then you create styles in CSS that control how those elements look and where they appear on a page.

All the templates featured in this book are written in HTML and formatted with CSS. In Chapters 5 through 8, you find specific instructions for using Adobe Dreamweaver to edit the templates and customize them to meet the needs of any Web site you want to create. I did everything I can to make these templates as versatile, and easy to use as possible, but the more you understand about CSS and HTML, the better you can customize them.

## *HTM-what? Exploring HTML*

If you want to see what the code behind a Web page looks like in most browsers, you can choose View⇄Source to see the underlying code. If you're using Dreamweaver, shown in the following figure, you can click the Split button, in the upper-left corner of the workspace, to see the code and the design areas of the program at the same time. Split view in Dreamweaver is a useful way to keep an eye on what's going on behind the scenes and to find out how to use HTML as you go along. And, the two views are completely integrated, so if you select something in Design view, like the headline you see in Figure 3-4, the same text is highlighted in Code view.



**Figure 3-4:** The Split view option in Dreamweaver makes it possible to display in the workspace both the page design and the code behind the page.

When you view the HTML code behind any Web page, you find text and other elements surrounded by *tags*. If at first glance you think that HTML code looks like hieroglyphics, don't give up too quickly. With just a little training, you can start to recognize at least some common tags, like the H1 tag (Heading 1 tag) that was used to format the headline on the page shown in Figure 3-5.

```
<body>
<div id="container">
<h1>A Great Egret in Northern California</h1>
<p><a href="http://www.nature.org"> and include an opening and a closing tag.** For example, the tag that makes text appear in boldface looks like this: <b>. The corresponding close tag looks like this: </b>. A close tag, which always begins with a forward slash /, tells a Web browser to stop doing whatever the open tag started. Thus, if you want to make a word bold in HTML, you surround it by a <b> tag and a close </b> tag. Any text that appears between those two tags is then displayed in bold by a Web browser. (The text before or after those tags is unaffected.)
- ✓ **HTML includes many tags designed to be hierarchical.** Examples are the H1 through H6 tags, which are ideally suited to formatting text according to its importance on a Web page. Reserve the H1 tag for the most important text on the page, such as a headline. H2 is ideal for subheads or secondary headings, for example.

- ✓ **Some tags are more complex than the simple bold tag or the heading tags.** These more complicated tags, such as those that create links or insert images into pages, are more challenging to use.

At its heart, HTML is just text, and believe it or not, you can write an HTML document in a plain-text editor as simple as Notepad or SimpleText. If you ever try it, however, you're sure to quickly appreciate programs — such as Dreamweaver — that write the code for you.

## Styling Web pages with CSS



*Cascading Style Sheets (CSS)* are now considered *the* way to design Web sites if you want to follow the latest standards and develop Web sites that are accessible, flexible, and designed to work on a wide range of devices. That's why all the templates featured in this book are designed with CSS.

The concept of creating styles has been around since long before the Web was born. Desktop publishing programs, such as Adobe InDesign, and even word-processing programs, such as Microsoft Word, have long used styles to manage the formatting and editing of text on printed pages. Using styles in a word processor, for example, you can create styles for common features, such as headlines, subheads, and captions. CSS offers similar benefits, as well as a few that are unique to the Web:



- ✓ **In print, as on the Web, styles enable you to combine a collection of formatting options into one style and then apply all those options at one time.** For example, you can apply Arial, bold, italic, and centered to any selected text in your document by using a single style that you might name `frontpage-headlines`.
- ✓ **One of the most powerful aspects of CSS is that you can make global updates to a Web page or an entire site by simply changing a style.** Suppose that you create a style for the headlines in your site that makes them appear large, blue, and bold. Then one fine day, you (or your clients or friends or family members) decide that all your headlines should be red rather than blue. If you aren't using CSS, changing all your headlines can be a huge undertaking — a matter of opening every Web page in your site and making changes to the font tags around your headline text. But, if you're using CSS, you can simply change the headline style in your external style sheet, and — voilà! — your headlines all turn red automatically.

You have the option of creating style sheets that apply to only one page in a Web site, or you can create an external style sheet that can be used to format all pages in a site. Using this approach, you can make changes across any or all pages in a Web site by simply altering the styles in an external style sheet.

- ✓ **CSS also enables you to create styles to position elements on the page.** In addition to creating styles for elements such as headlines, you can create styles that align images to the left or right side of a page, add padding around text or images, specify background and link colors, and create complex page designs. Using CSS in this way helps you more easily create a consistent look on your pages.

- ✔ **You can even create styles for different viewing formats.** An example is one style that's applied if a page is displayed on a computer screen, another style if the page is viewed on a cellphone, and another style for a page that's sent to a printer.

## Using CSS for page layout

The key to understanding the way CSS works in page layout is to think in terms of designing with a series of infinitely adjustable containers, or boxes. Indeed, this approach to Web design is commonly referred to as the *box model*. Think of the box model this way: First you use HTML tags, such as the `<div>` (*division*) tag or `<p>` (*paragraph*) tag, to contain the content in a box. Then you use CSS to style each box, using attributes to control the position and alignment of each box, and specify such settings as margins, padding, and borders.

Although you can use any HTML element for page layout, the `<div>` tag is used most often to create page layouts with CSS. The `<div>` tag simply creates a division in a Web page. Think of the `<div>` tag as a generic container — designed to hold text, images, or other content — or to make a division on the page, to separate one section of content from another. Unlike other HTML tags, the `<div>` tag has no inherent formatting features. Unless CSS is applied to a `<div>` tag, it can seem invisible on a page. Yet the tag has a powerful purpose because any content surrounded by opening and closing `<div>` tags becomes an object (or a box) that can be formatted with CSS.

I used the box model to create all the templates in this book. As a result, in order to change the size or positioning of a section of a Web page in one of the templates featured in Chapters 6-8, you need to edit the corresponding style. When you create or edit a style that corresponds to a `<div>` tag ID, you can specify properties such as alignment, border, margin, height, and width to control how the `<div>` tag is displayed on the page. In the template chapters, you find step-by-step instructions for editing the styles that control the positioning and display of `<div>` tags so that you can customize the page layouts in each template.

Each `<div>` in the page templates has an ID, which corresponds to a style in the style sheet. The ID appears in the HTML within the `<div>` tag brackets, so that the browser knows which style to use to control the formatting of that `<div>` when it displays the page. For example, all the templates have a `<div>` with the ID `container` that controls the overall size of the design area. If you look at the code, the `<div>` looks like this `<div id="container"></div>`. In the corresponding style sheet, which you can easily access through the CSS Panel, you'll find a style called `#container`, which controls the width and other settings for that `<div>`. If this all seems a bit confusing, don't worry too much at this stage. When you put all this theory into practice with the templates in Chapters 6-8, it makes a lot more sense.

If you want to find out more about CSS, you can find many more lessons on how to create, define, and edit styles in my book *Dreamweaver CS3 For Dummies* (Wiley Publishing).

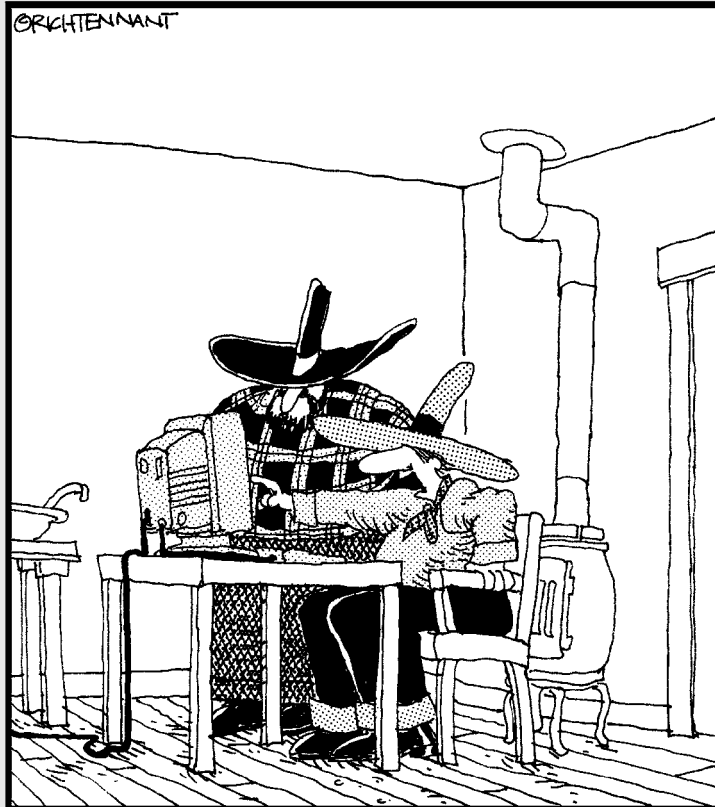


# Part II

# Putting the Pages Together

The 5<sup>th</sup> Wave

By Rich Tennant



“Well, shoot—I know the animation’s moving a mite too fast, but dang if I can find a ‘mosey’ function in the toolbox!”

## Chapter 4

# Editing and Creating Web Graphics

### Tasks Performed in This Chapter

- ✓ Introducing Photoshop Elements
- ✓ Cropping images
- ✓ Resizing images
- ✓ Optimizing graphics in GIF format
- ✓ Optimizing photos as JPEGs
- ✓ Combining photos and text in a new image
- ✓ Editing images with multiple layers
- ✓ Designing with special effects

**F**or generations, small-business owners have taken their marketing and design projects to printers, who carefully printed photographs and used desktop-publishing programs to create clever designs for their portfolios, brochures, and other marketing materials.

Now an increasing number of small-business owners are doing it themselves, thanks to powerful yet easy-to-use tools like Photoshop Elements. If their grandparents could see these business owners today (and maybe they do), they would be amazed by all the ways that a computer can be used to create, edit, and alter graphical designs.

In this chapter, you discover some of the extraordinary things you can do with a program like Photoshop Elements. You find out how to create images, like banners and buttons for Web pages, and then resize, crop, and edit those images.

Perhaps most important in this book about creating Web sites, you find step-by-step instructions for creating and optimizing graphics that download quickly over the Web.

You can use a number of competing image-editing programs to complete the tasks in this book. I recommend Adobe Photoshop Elements because it's based on the industry standard in image editing, Adobe Photoshop CS3, but is a lot easier to use and a lot less expensive. In this book, I use Elements 5, but earlier versions of the program also use the features covered in the step-by-step tasks.

## *Introducing Photoshop Elements*

Although Photoshop Elements is a stripped-down version of its big-sister program, Adobe Photoshop CS3, it's still a powerful tool. The workspace, shown in Figure 4-1, is clean and simple yet features many tools and palettes — and loads of options for editing images and saving them for the Web. Adobe designed this program to keep the tools around the edge of the screen and to give you the largest possible workspace in the middle, although you can open and close palettes and move them around the screen to suit your preferences.





**Figure 4-1:** Photoshop Elements displays a wide range of tools and palettes around the perimeter of the main workspace, where you can create and edit images.

To help you become familiar with the program before you start on the tasks, this section introduces you to the way the workspace in Elements is organized and its main features: the Toolbox, the Options bar, the menu, and palettes. When you first launch Photoshop Elements, you're greeted by a Welcome screen featuring six choices. To access the program's main editing features, which are covered in the following sections, choose Edit and Enhance Photos.

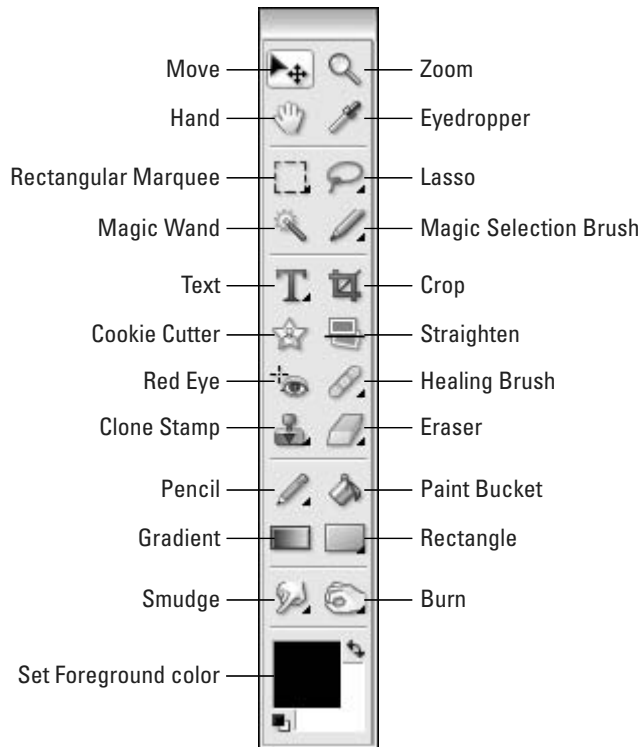
## *The Toolbox*

One of the first things you have to get used to when you use graphics programs like Photoshop Elements is that before you can do anything, like crop an image, you have to select the correct tool from the Toolbox. This feature works much like the toolbox you may have in your garage: You choose a hammer when you want to pound a nail, or a screwdriver when you want to turn a screw.

Selecting a tool from the Toolbox is easy: Just click the icon that represents the tool you want, such as the T icon, for adding text to an image. The tricky part is knowing which tool to use for the job (which is similar to understanding the difference between flat-head and Phillips-head screwdrivers). Some tools are easy to identify: The Brush tool is for painting, for example, but others, such as the Clone Stamp tool, may seem confusing at first.

The list of tools shown in Figure 4-2 is designed to help you appreciate all your options in the Toolbox.

Here's a hint: Some tools are hidden underneath other tools. If a Toolbox button has a small triangle in its lower-right corner, it means that multiple tools are accessible from the same button. To view these alternative tools, simply click and hold the visible tool until a small fly-out menu appears, as shown in Figure 4-3.



**Figure 4-2:** The Toolbox gives you a wide range of options for your image-editing arsenal.



**Figure 4-3:** The fly-out menus reveal more options under some of the Toolbox items.

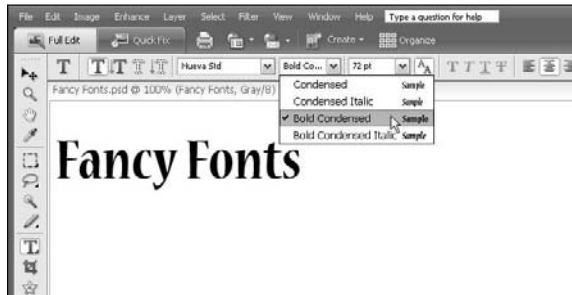
Although you use many of these tools in the step-by-step tasks in this book to create and edit images for the Web, I can't possibly cover all the features in this program in this introduction to Web graphics. (If I did, I wouldn't be able to cover all the other important aspects of Web design.) If you want to learn more about creating and editing images, check out *Photoshop Elements For Dummies*, by Barbara Obermeier and Ted Padova, or (for more-advanced techniques) the *Photoshop CS3 Bible*, by Laurie Ulrich Fuller and Robert C. Fuller (both from Wiley Publishing).



The Toolbox can appear in one long list down the side of the Workspace (refer to Figure 4-1), or you can drag it anywhere on the screen and adjust it to appear in two columns (refer to Figure 4-2).

## The Options bar

Running across the top of the Elements workspace is the Options bar, shown in Figure 4-4. The Options bar includes drop-down lists, check boxes, and radio buttons that can be used to adjust the settings for any selected tool. For example, when you select the Brush tool, options are available for changing the size and shape of the stroke that will be created when you click and drag the Brush tool over an image. Switch to the Text tool, and the Options bar changes to feature font and size options.



**Figure 4-4:** The Options bar provides easy access to settings for each of the tools, such as the font and size options that correspond to the Text tool.

## The art of Undo and Redo

With all the features, filters, and editing options in Photoshop Elements, trial and error is often your best strategy — and it's easy when you can use Undo, Redo, and even Revert to restore any image to its last-saved version.

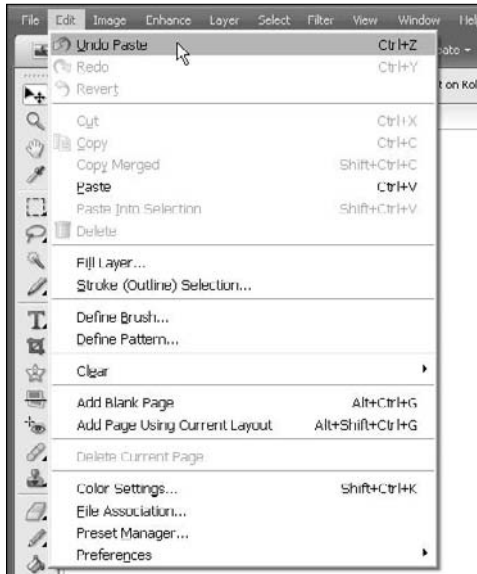
If you make a change to an image and then change your mind, just choose Edit→Undo to undo it. If you aren't quite sure whether you made an improvement, try Undo and

then Redo so that you can compare the image before and after the effect. Photoshop Elements includes many levels of Undo, so you can go back and forth over many steps until the image is just the way you want it.

If you're a keyboard-shortcut fan, press Ctrl+Z to use Undo in Windows (or ⌘+Z on the Mac); for Redo, press Ctrl+Y (or ⌘+Y).

## The menu bar

No program is complete without a menu bar at the top of the workspace (see Figure 4-5). Click the menu names and you can choose from a list of commands and editing options. If an ellipsis (...) follows the command name, the option launches a dialog box where you can apply a variety of features. Otherwise, the command “kicks in” automatically as soon as it’s selected.

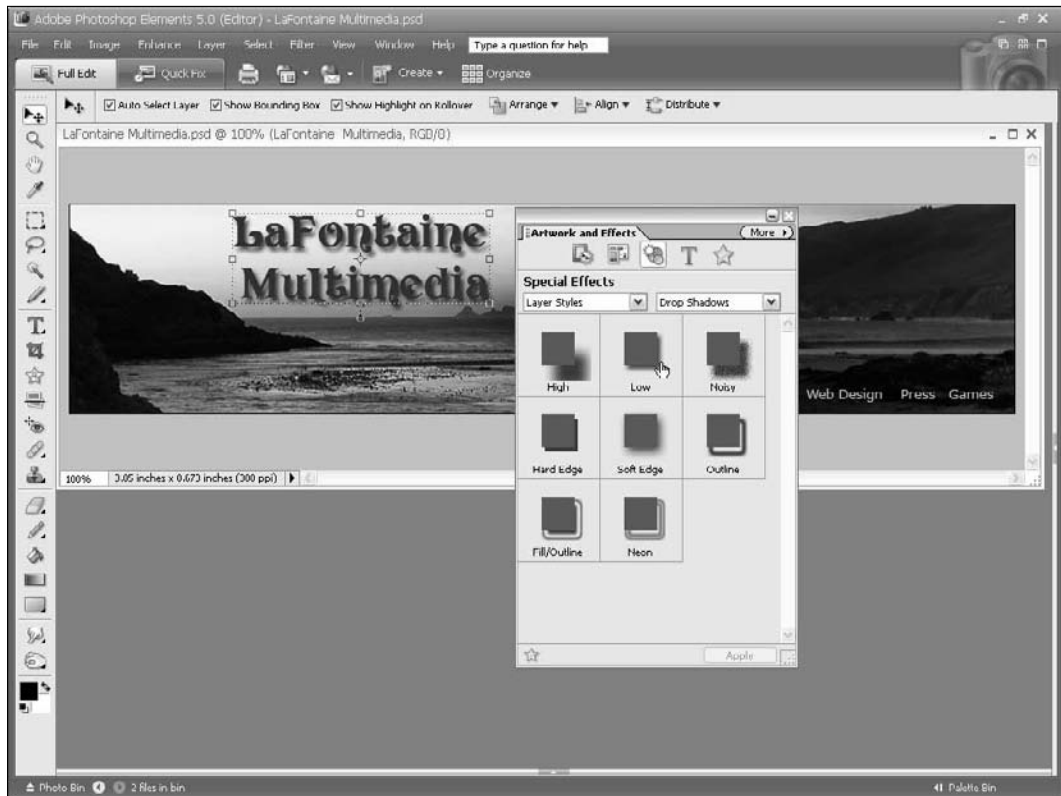


**Figure 4-5:** The menu provides access to most of the features in Photoshop Elements, including my favorite — the Undo option.

## The palettes

As in every Adobe application, the Elements workspace is filled with *palettes*, which are small windows that hold formatting options and other settings. The various palettes provide tools to help you edit and examine images. To open a palette, choose it from the Window menu. For example, choosing Window⇨Color Swatches opens a palette with color options. Note that each palette has a More button; clicking More displays a list of additional commands.

A palette can remain in its column on the right side of the workspace or be dragged into the main workspace, as shown in Figure 4-6, where I use the Special Effects palette to apply a drop shadow to selected text in an image. To move a palette, click it and then drag it by its tab, and then release it where you like. After you detach a palette from the main application window, it gains its own title bar, for easier moving and identification.



**Figure 4-6:** You can move a palette so that it's closer to whatever you're working on.

## Cropping an Image

### Stuff You Need to Know

#### Toolbox:

- ✓ Adobe Photoshop Elements (or a similar program)
- ✓ A digital image



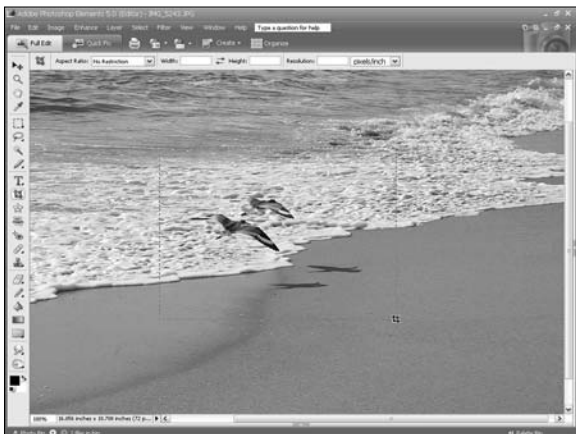
#### Time needed:

Less than half an hour

Because photos on the Web are generally small, one way to ensure that important features are visible is to crop out any material that's not essential. The best strategy when cropping an image for the Web is to focus on the key elements in the image. You can cut off the top, bottom, or sides, as much or as little as you like, with the adjustable edges of the Crop tool.

In this step-by-step task, you can see how using the Crop tool to remove the background helps focus attention on the subject.

1. With an image open in Elements, select the Crop tool from the Tools palette. Because you can't retrieve cropped parts of an image after you save and close the image file, you likely want to work with a copy of your original image.

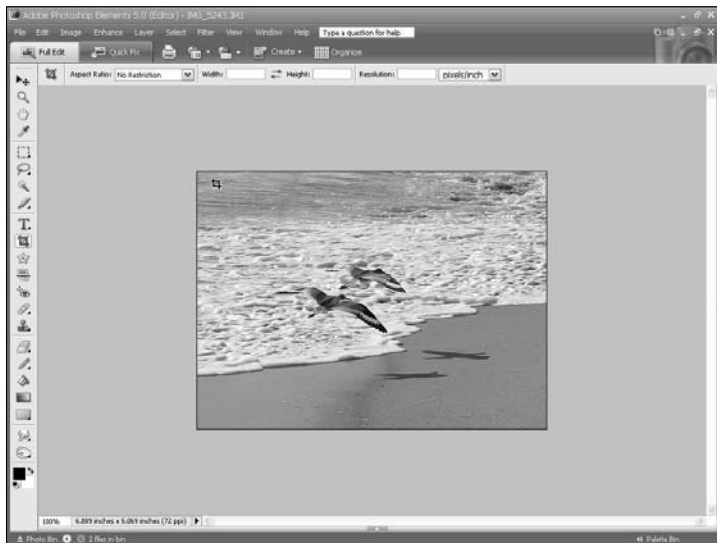


2. Click and drag within the image to define the area you want to crop. Everything outside the cropping box is removed when you complete the crop.



3. To increase or decrease the size of the cropping box, drag the handles at the corners or edges of the cropping area.

4. To complete the crop, double-click in the middle of the selected area or click the Commit icon (the green check mark) in the lower-right corner of the crop box. To cancel the Crop tool without cropping the image, click the Cancel button (the red circle with a line through it).



5. When you complete the crop, the areas of the image outside the crop box are removed and the overall size of the image is reduced proportionately. The Crop tool remains active until you select a different tool from the Toolbox.



Repeat Steps 2 through 5 to make an additional crop. Choose **Edit** → **Undo** to restore the image if you're unhappy with the crop. When you save the image, your changes become permanent.

## Resizing an Image

### Stuff You Need to Know

#### Toolbox:

- ✓ Adobe Photoshop Elements (or a similar program)
- ✓ A digital image

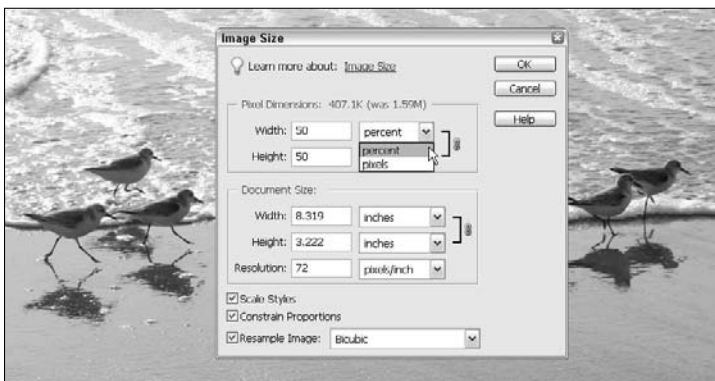
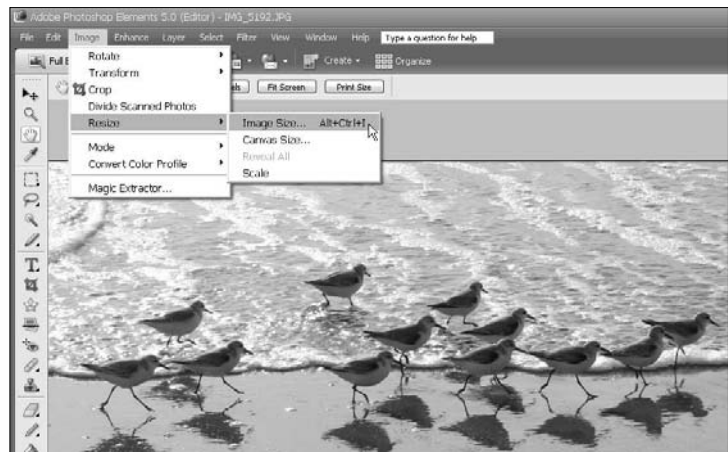


#### Time needed:

Less than half an hour

Resizing is important for two reasons: The images must be small enough to display well on a computer monitor, and the smaller you make the image, the more you reduce its file size and the faster the image downloads to a user's computer. To enlarge or reduce the dimensions of an image, you need to change the image size or the canvas size. Follow these steps:

1. With an image open in Elements, choose Image→Resize. If you don't want your original image to lose quality, make a copy of it and resize the *copy* for your Web site.



2. In the Image Size dialog box, specify a height and width for the image. In this example, I reduce the size of the image by 50 percent. The Image Size dialog box can be confusing at first because it has multiple options for changing image size and resolution. A simple strategy is to use the fields in the Pixel Dimensions area, at the top of the dialog box. Using these options, you can alter the height and width of an image to a specified size in pixels or enlarge or reduce the image by any percentage, as you see in this example. (Make sure that the Scale Styles, Constrain Proportions, and Resample Image check boxes are all selected at the bottom of the dialog box.)



## Creating and opening images in Elements

You can open existing images in Photoshop Elements or create completely new images, and you can have multiple images open at a time, which makes it easier to combine images and create complex designs.

To create a new document, choose File⇨New, and in the New File dialog box, specify the Height, Width, Resolution, Color Mode, and Background color. You can alter any of the settings after an image is created.

To open an existing image, choose File⇨Open, find the image you want on your hard

drive, click to select it, and then click Open. The image appears in a new window, ready for you to edit.

If you try to open an image and don't see it in a folder on your hard drive when you know that it should be there, change the Files of Type field (at the bottom of the Open dialog box) to All Formats. Every image in the folder should now appear in the file list.

When you create a new image in Photoshop Elements, you can specify many settings, including size, resolution, and color.



3. If you checked the Constrain Proportions check box at the bottom of the dialog box in Elements, any changes you make to the height automatically affect the width (and vice versa), to ensure that the image proportions remain constant even if the height or width is altered.

4. Click OK to resize the image. If you want to return the image to its previous size, choose Edit⇨Undo. When you save the image, the changes become permanent. Notice that the file size is reduced from 1.59 MB to 407 MB. One benefit of reducing the physical size of an image in this way is that it can dramatically reduce the file size, which means that the image downloads faster over the Internet.



Unless you know that you want to change an image's resolution, you can generally leave the default settings alone. (You can find instructions for changing the resolution later in this chapter, in the sections "Optimizing Graphics in GIF or PNG Format" and "Optimizing Photos As JPEGs.") You generally should edit images at a relatively high resolution and reduce them when you're ready to save the final version for the Web.

## Optimizing Graphics in GIF or PNG Format

### Stuff You Need to Know

#### Toolbox:

- ✓ Adobe Photoshop Elements (or a similar program)
- ✓ A digital image with limited colors



#### Time needed:

Less than half an hour

The GIF format has long been considered best for drawings, cartoons, and other images that have only a few colors. (As you see in the following section, the JPEG format is ideal for photographs and other images with millions of colors.) GIFs are also the best format to use when you want to create images that use a transparent background, a trick that makes images appear to “float” on a Web page. As the Web has matured, a third format, PNG, has gained popularity. The PNG format is superior to the GIF format in all ways except one: GIFs are better supported by older Web browsers, especially in the area of transparency.

If your goal is to ensure that your pages display well to anyone who may ever visit your site, GIF is the safer option. If you want your images to look their best with the smallest file sizes, you produce better results with the PNG format. If you’re not concerned that your visitors will be using older Web browsers, PNG is the better choice. In the step-by-step exercise that follows, I made the safe choice and used the GIF format, but the process is almost exactly the same, no matter which format you choose.

When you use the PNG or GIF formats, you can reduce download time by decreasing the total number of colors used in the image, which makes it ideal for graphics that need only a few colors in order to display well, such as cartoons or simple logo designs. When you reduce the number of colors in a PNG or GIF image, you’re essentially removing colors you don’t need. If you take away too many colors, however, the change can be drastic (and look terrible); but if you limit the image to only the number of colors that are necessary, you might not even notice the difference, and the image downloads much faster.

In this step-by-step task, you discover how best to reduce the number of colors in any image when you save it in either the PNG or GIF format using Photoshop Elements.



1. Create a new image or open an existing image in any format in Photoshop Elements. Because you save a copy of an image when you use the Save for Web option, you don’t have to worry about altering your original image.



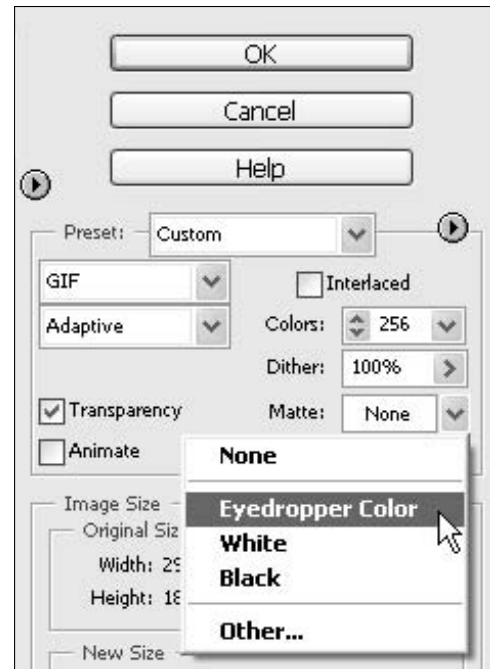
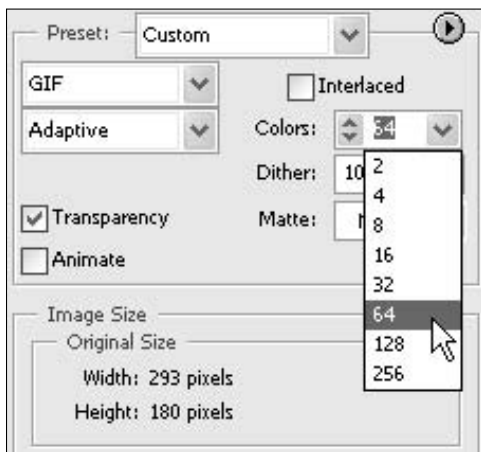
2. Choose File→Save for Web. In the Save for Web dialog box, choose GIF from the Optimized File Format drop-down list.

### *Why only 72 ppi?*

When you save images for the Web, you should save them at a resolution of 72 pixels per inch (better known as *ppi*) using the Image Size dialog box. (See the section “Resizing an Image” earlier in this chapter.) Most computer monitors display no more than 72 ppi, so any number higher than that

is wasted on the Web because you’re making your visitors download more pixels than they can see. However, if you want to print an image, you want all the pixels you can get, which is why most images you see on the Web look terrible when you try to print them.

3. If you're creating an image with a transparent background, select the Transparency check box and then specify a matte color. The matte color should match the background color of the Web page where the image will be displayed. Using a matching matte color helps prevent "jaggies" from appearing around the edges of the image. To change this color, select the eyedropper from the upper-left corner of the dialog box and then click in the Matte field to open the color palette where you can select a color. You can also select any color in the image by clicking the image with the eyedropper.



4. To reduce the size of the image, lower the number of colors by entering a number less than 256 in the Colors field or by choosing a preset number from the Colors drop-down list. In this example, the image is reduced from 256 (which is the maximum number of colors a GIF can have) to 64.



5. Notice at the bottom of the Save for Web dialog box that the original file size appears under the preview of the image on the left and the optimized file size appears under the preview on the right. Compare these numbers to see how much smaller the image is with the number of colors reduced from 256 to 46. In this example, you can see that by reducing the number of colors, the image has been reduced from 155K to 4.63K.

6. Reduce the number of colors further to make the file size even smaller — but don't go too far. In this example, you can see that when the image is reduced to only two colors, the white text with the words *Malibu, California* disappear because not enough colors remain in the image to display the blue background color, the red text for *Zuma Beach*, and the white text. Also notice that the red letters are no longer smooth in the preview on the right. That's because even though the image appears to only use two colors, along the edge of the letters, many variations on blue and red are used to create a clean line between the text and the background. With only two colors in the image, that smooth edge becomes jagged.



7. Adjust the number of colors and other settings until the image uses the smallest number of colors (and therefore has the smallest file size) without degrading the appearance of the image. In this example, the image was reduced to 32 colors and a file size of 4.355K.

8. After all the image settings are the way you want them, click OK. In the Save dialog box, name the image and specify where you want to save it on your hard drive. Then click Save.



When you use the Save For Web dialog box, Elements automatically saves a copy of the image in the new format and leaves the original image unchanged.

## Optimizing Photos As JPEGs

### Stuff You Need to Know

#### Toolbox:

- ✓ Adobe Photoshop Elements (or a similar program)
- ✓ A digital image with millions of colors

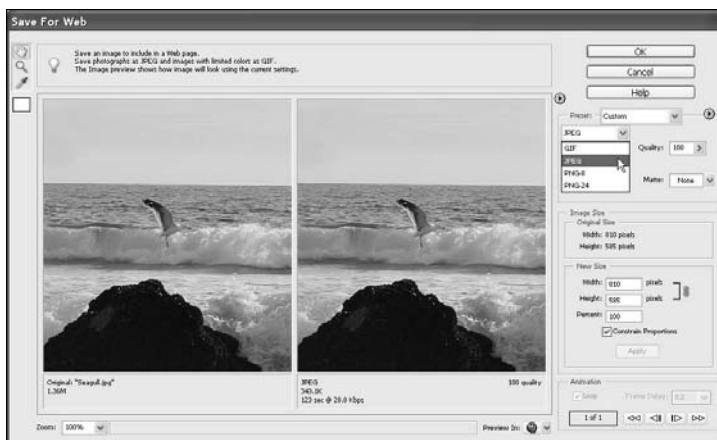


**Time needed:**  
Less than half an hour

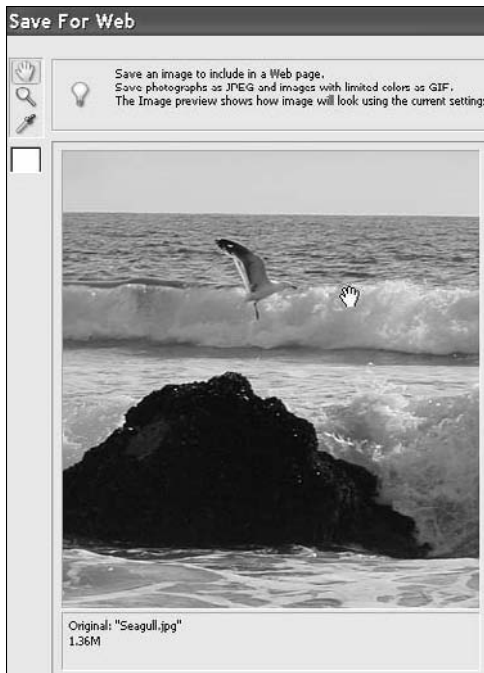
The JPEG format is the best choice for images with many colors, such as photographs or images that include shading or gradients. You can save any image in GIF, PNG, or JPEG format by using the Save For Web dialog box, but you produce the best results if you choose the best format for each image. That's because the best way to *optimize* images (make them download faster over the Web) depends on how many colors appear in the image.

Also note that even if a photograph is already in the JPEG format, you can almost always reduce its file size (and increase its download speed) by using the Save for Web dialog box to optimize the image, as you see in the following steps:

1. Create a new image or open an existing image in any format in Photoshop Elements. Because you create a copy of the image when you use the Save for Web dialog box, you don't need to worry about altering your original image.

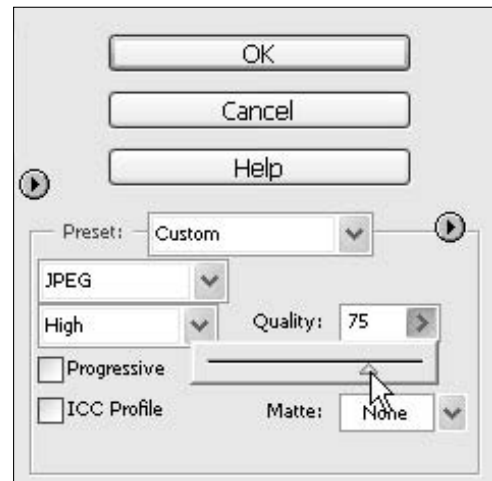


2. Choose File⇨Save for Web, and in the Save for Web dialog box, choose JPEG from the Optimized File Format drop-down list.



3. If the image, like the one shown in this example, is larger than the preview area in the Save for Web dialog box, choose the Hand tool from the upper-left corner of the dialog box. Then click and drag to position the most important elements in the image where you can see a better preview. You can also change the display size of the image by right-clicking directly over the preview image and choosing Fit on Screen or any of the magnification settings.

4. To reduce the size of a JPEG image, use the slider to alter the Quality setting, or enter a number, up to 100. Compression is measured as a percentage: The lower the number, the higher the compression and the smaller the file size.

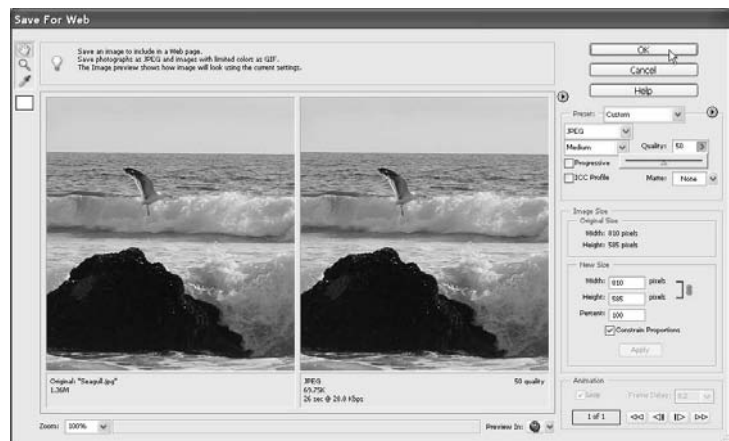


5. Notice in the bottom of the Save for Web dialog box that the original file size appears under the preview of the image on the left, and the optimized file size appears under the preview on the right. In this example, you can see that when the Quality field is set to 75, the image is reduced from 1.36 MB to 130.2K.



- Alter the Quality setting until the image uses the greatest amount of compression (the greater the compression, the lower the number in the Quality field), without degrading the appearance of the image too much. In this example, the Quality setting was reduced to 50, to achieve a file size of 69.75K, less than half the file size when the Quality setting was 75.

- Keep a close eye on the preview screen as you adjust the Quality option. If you reduce the quality too far, you degrade the image's appearance noticeably.



- After all the image settings are the way you want them, click OK, and in the Save dialog box, give the image a new name and specify where you want to save it on your hard drive. Then click Save to save a new version of the JPEG with the specified settings and preserve the original unchanged.

## *Enlarging and reducing image display*

As you're working on images in Photoshop Elements, it's often helpful to enlarge or reduce the display size of the image so that you can view more of it on the screen or to zoom in on details you want to edit. You can use the Zoom tool to increase or decrease the size at which the image appears on your screen.

First, click to select the Zoom tool from the Toolbox, and then click anywhere on the image to increase its display size. Alt+click (in Windows) or Option+click (on the Mac) to decrease the display size. Here's a tip: By

changing the display size, you can figure out how much you may need to change the actual size of your image to make it appear the way you want on a computer screen. To do so, use the Zoom tool to size the image the way you want in your Web page, and then notice the percentage (displayed at the top of the screen, next to the filename). Then you know the number you need to enter in the Size field in the Image Size dialog box when you resize it using a percentage.

To redisplay the image in its true size on your monitor, double-click the Zoom tool.



## Combining Photos and Text in a New Image

### Stuff You Need to Know

#### Toolbox:

- ✓ Adobe Photoshop Elements (or a similar program that supports layers)
- ✓ Digital images



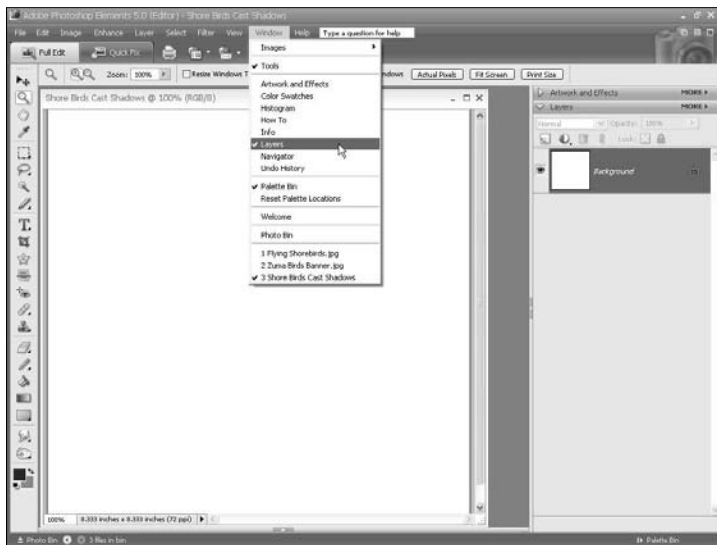
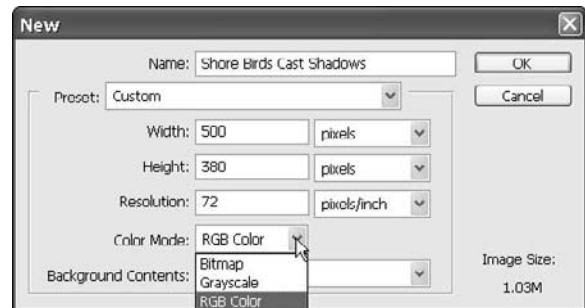
#### Time needed:

About half an hour  
(unless you get carried away)

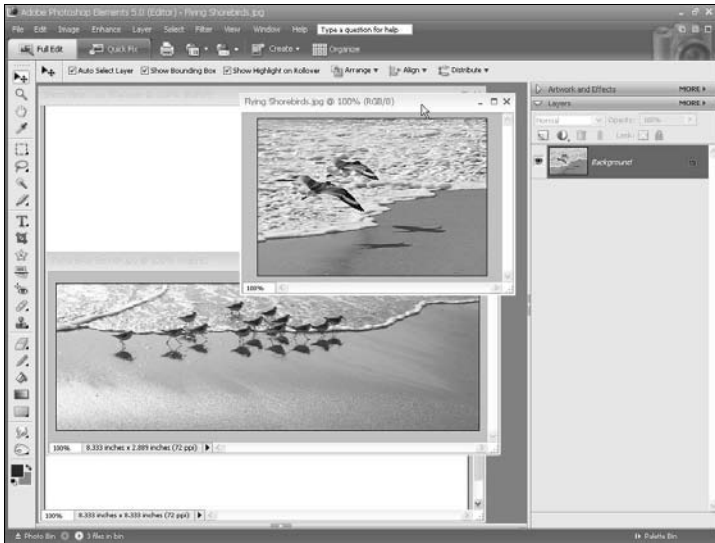
Creating a new image with photos and text is almost as easy as editing an existing image, such as the banners and buttons included in the templates in this book.

In general, I find that the best method is to create a new image in Photoshop Elements and then copy in any photos or other graphics that I want to use. With the images in place, you can easily add text to pull it all together. Just follow these steps to create your own banners and buttons:

1. In Photoshop Elements, choose File⇨New to create a new image and specify the size, resolution, and background color. In this task, I'm creating an image that's 500 pixels wide by 380 pixels high with a resolution of 72 ppi, in RGB color with a white background.

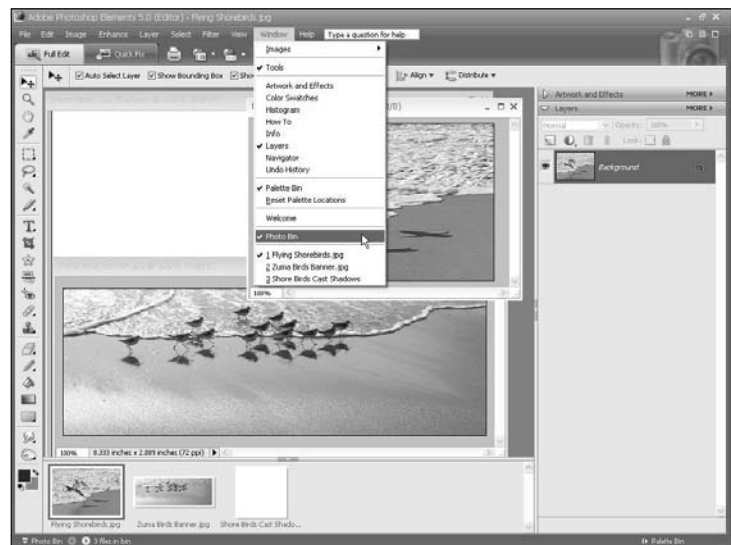


2. If the Layers palette isn't already open on the side of the workspace, choose Window⇨Layers to open the Layers palette. (It must be open if you want to keep track of the layers as they're automatically created when you copy in images or add text to the image.)



3. Open any image or images that you want to add to the new file by choosing **File** → **Open** and selecting the image from your hard drive. You can open images in any of the many formats supported by Photoshop Elements, including JPEG, GIF, TIF, and PSD.

4. When you're working with multiple images in Photoshop Elements, you may want to open the Photo Bin, at the bottom of the workspace: If it isn't already open, choose **Window** → **Open the Photo Bin**. You can select any open image by clicking its thumbnail image.



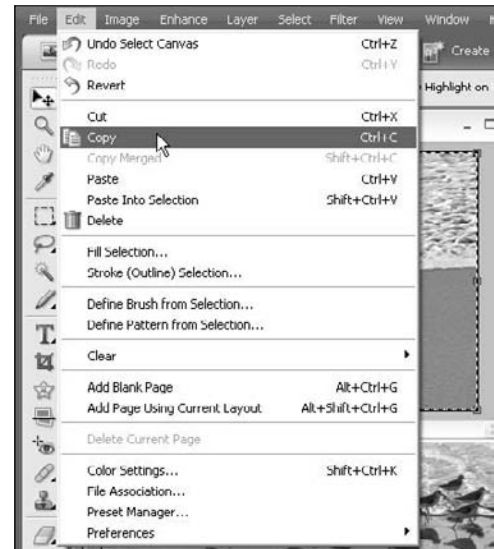
5. To copy an open image into the new file, first click to select the **Move** tool from the upper-left corner of the Toolbox.

## 66 Part II: Putting the Pages Together

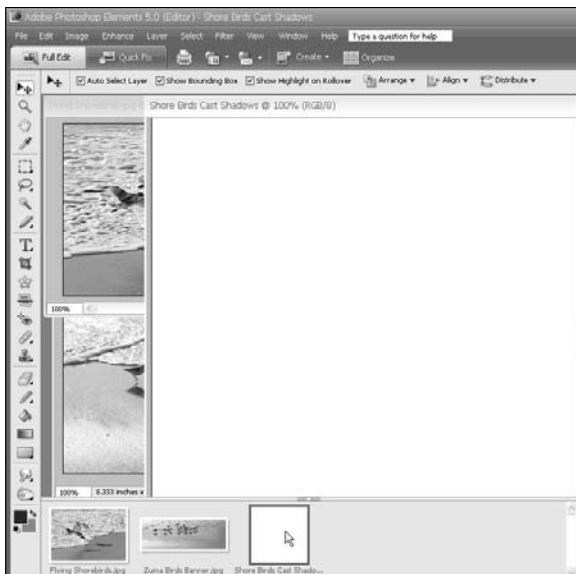


6. Click to select the image to make it active and then choose **Select**⇨**All**.

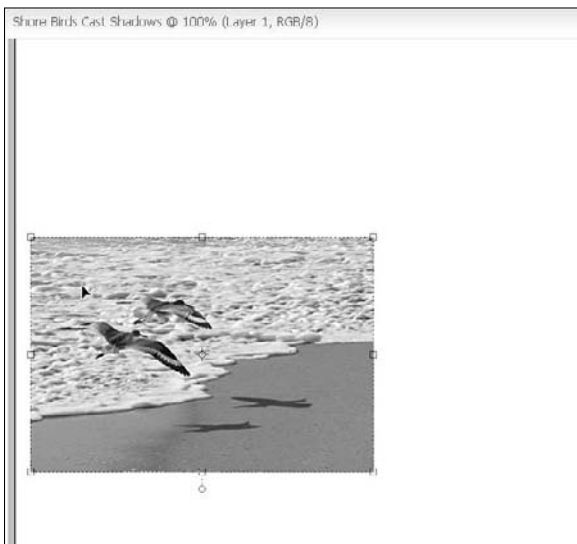
7. With the image selected, choose **File**⇨**Copy** or press the key combination **Ctrl+C** (on Windows) or **⌘+C** (on the Mac).



8. Here's the tricky part: You need to select the file where you want to add the image before you paste it. If the Photo Bin is open at the bottom of the workspace, you can select it there. You can also select any image that's visible in the workspace by clicking it.

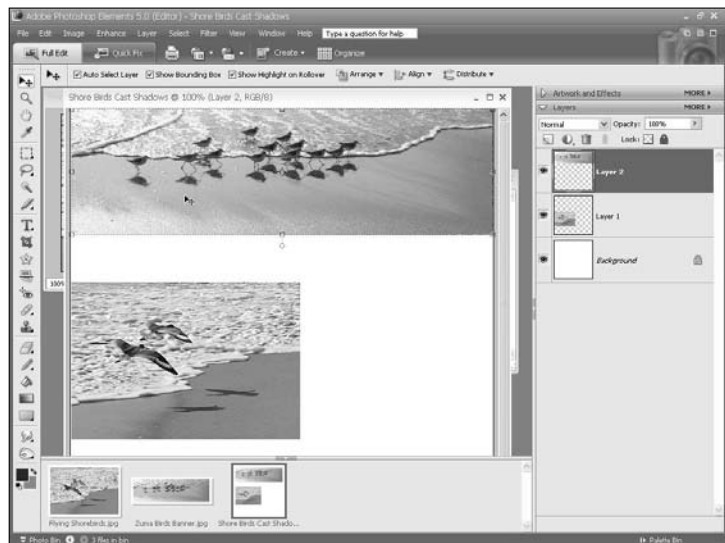


9. Choose File⇒Paste, or use the key combinations Ctrl+V (on Windows) or ⌘+V (on the Mac).



10. To position the pasted image, click to select it and then drag it to the place where you want it to appear in the new image. For more-precise positioning, use the arrow keys — you can adjust a selected layer pixel-by-pixel in any direction. You can resize an image with the Move tool by clicking and dragging any corner to adjust the height and width.

11. To add and position additional images, repeat Steps 6 through 10. Notice in this example that the Layers palette displays three layers — the white background layer and a separate layer for each of the photos that have been pasted into the image. As I added those images, Photoshop Elements added the layers automatically.





- 12. To add text to an image (whether or not it already has multiple layers, like this one does), you must first select the Text tool from the Toolbox.



- 13. When you select the Text tool, a new collection of options appears at the top of the workspace. There, you can change such text options as the color (shown in this figure), by clicking the color well to open the color selection palette and then clicking any color in the palette. Use the scroll bar, to the right of the palette window, to display more colors.

- 14. You can also use the Text tool options at the top of the workspace to change the font size, face, and alignment.



## Turning layers on and off or rearranging them

Sometimes when you're working on an image with many layers, it's handy to turn them on and off so that you can experiment with different combinations or clear the workspace while you work on a detail. By clicking the small eye icon to the left of any layer, you can make the layer invisible in the workspace. Don't worry — you can turn the layer back on by simply clicking in the same field again to make the eye icon reappear.

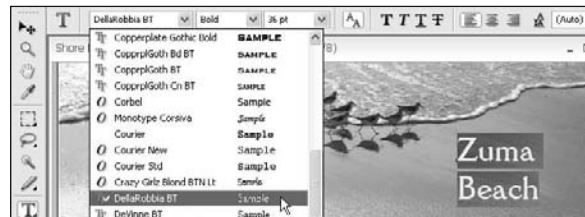
That's the beauty of this feature: Now you see it, now you don't.

You can also rearrange the order of layers in the Layers palette, which is how you can control which layer is on top in the image. To change the stacking order, click to drag the layer up or down in the Layers palette. The higher the layer is in the palette, the higher its position in the stacking order in the file.



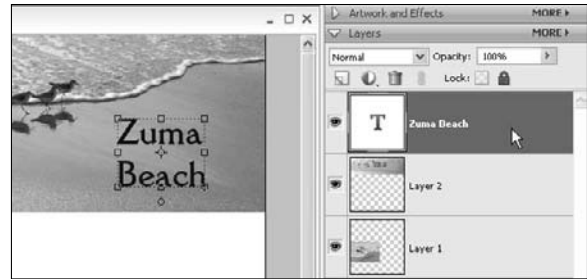
- To add text to the image, click to place your cursor where you want it and then type. You can add as much text as you want to an image and press the Enter (or Return) key to add line breaks.

- You can also use the text options at the top of the workspace to edit the text after you type it. To do so, simply select the text you want to change, and then choose any of the formatting options to alter the color, font, size, or other settings. To edit the words, click to select the text and then delete or type to replace it.



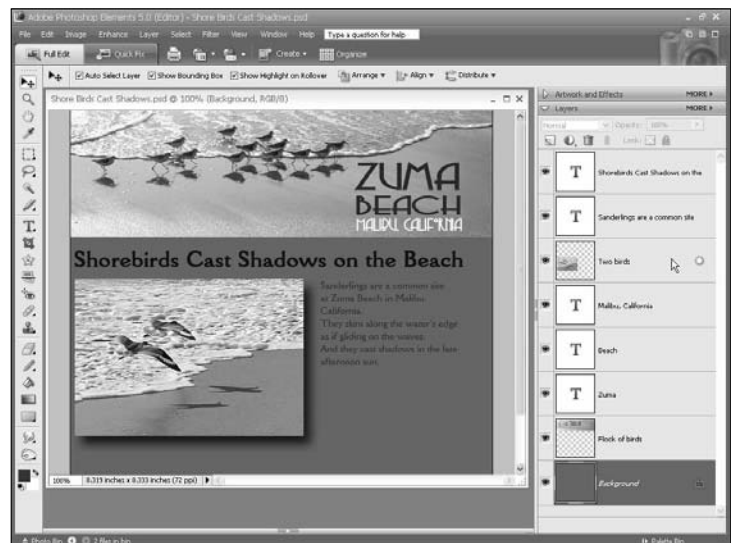
- When you add text, Photoshop automatically places it on a new layer, which appears in the Layers palette. To move or edit a layer, you must first select the Move tool from the Toolbox. Photoshop Elements automatically selects a layer when you click it.

18. If a layer isn't visible in the workspace, you can select it from the Layers palette by clicking the corresponding layer. Notice that Photoshop Elements displays a preview of the contents of each layer to make it easy to identify the layer you want to select.



19. To make layers even easier to identify, you can change the name of a layer: Right-click the layer and choose Rename Layer to open the Layer Properties dialog box window, where you can type a new name.

20. You can continue to add text layers and images, and edit and adjust them, forever by repeating this set of steps. One of the best ways to become comfortable with using Photoshop Elements is to take some time to experiment with combining and rearranging text and images in multiple layers.



## Editing Images with Multiple Layers

### Stuff You Need to Know

#### Toolbox:

- ✓ Adobe Photoshop Elements (or a similar program that supports layers)
- ✓ A digital image with multiple layers



#### Time needed:

Less than half an hour

One of the most-confusing features in a program like Photoshop Elements is the way it divides different parts of an image into layers. Essentially, layers enable Photoshop Elements to separate one image into multiple sections, which can be edited independently. That's what makes it possible for you to do things like edit text without affecting a photo underneath it or move separate photos around a photo montage independently until you place them just the way you want.

Without layers, text would become “stuck” on a photo in a banner, like the one shown in this task, and you couldn't edit the text again after you added it to the image. This feature is especially useful for customizing the banners, buttons, and other graphic elements included in the templates used in this book.

When you add text, photos, or other elements to a new or existing file, Photoshop Elements automatically creates a new layer for each addition. Those layers can then be edited independently. Before you can edit text or an image containing a layer, however, you have to select the corresponding layer. That's where the Layers palette come in, as you see in this task.

1. Open an existing image in Photoshop Elements that includes multiple layers, such as the banner shown in this task.



2. Choose Window⇨Layers to open the Layers palette. In the Layers palette, click to select the layer you want to edit. In this example, I selected the layer that corresponds to the words LaFontaine Multimedia.

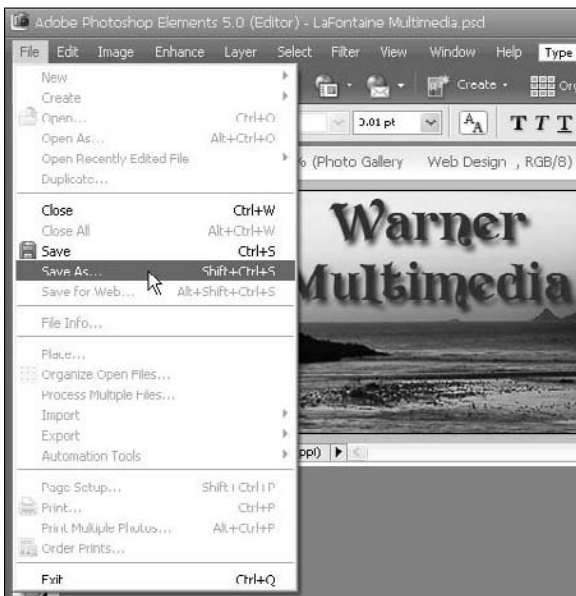
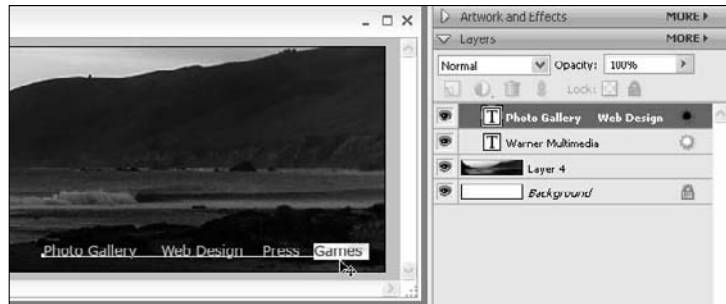


- In the Toolbox, select the tool that you need in order to edit the contents of the layer. In this example, I selected the Text tool so that I can edit the words.



- Use the selected tool to alter the selected image. In this example, I double-clicked the name *LaFontaine* to select it and then typed the name *Warner* in its place.

- To edit text in another layer, you must again select the corresponding layer in the Layers palette. In this example, I selected the layer that contains the text in the lower-right corner of the banner image. Because I had already selected the Text tool, once the Text tool was selected, I simply selected the text I wanted to edit and replaced it by typing new text.



- After you make changes to the text, choose File→Save As and give the image a new name. This saves the changes without altering the original image.

## Designing with Special Effects

### Stuff You Need to Know

#### Toolbox:

- ✓ Adobe Photoshop Elements (or a similar program that supports effects)
- ✓ A digital image

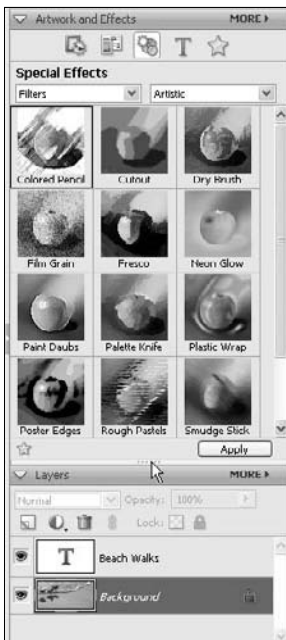
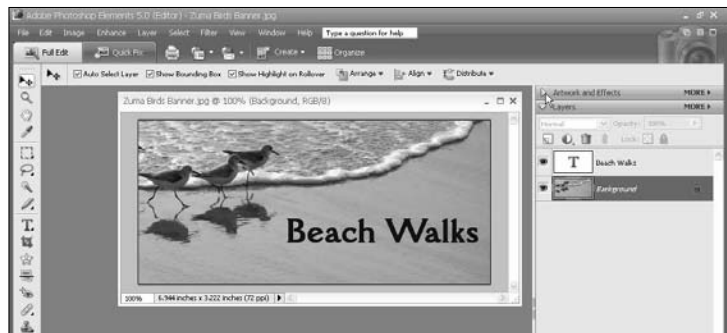


#### Time needed:

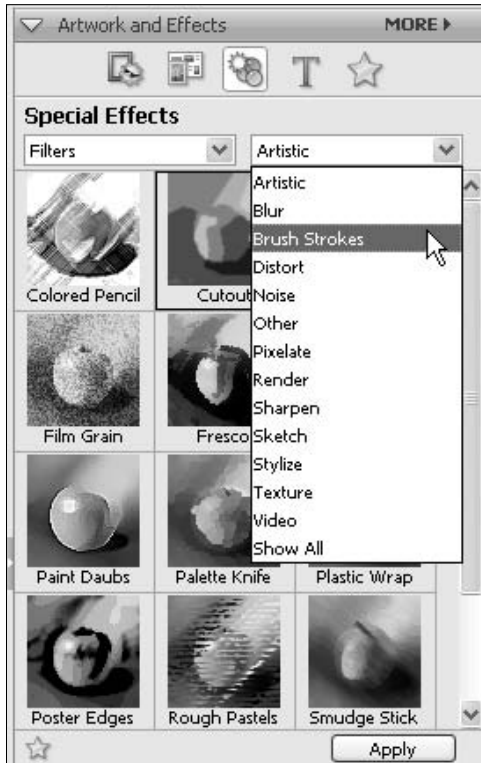
Less than half an hour

Photoshop Elements includes a wide collection of special effects, including filters, layer styles, and photo effects. You can use these options to add drop shadows to images or text, create beveled edges, and even add artistic flourishes, like the painterly effects included in the Artistic collection, as shown in this task.

1. In Photoshop Elements, choose File⇨New to create a new image or File⇨Open to open an existing one. Then open the Artwork and Effects palette by either clicking the small arrow next to the palette title or choosing Window⇨Artwork and Effects.



2. Keep the Layers palette open so that you can make sure that you're applying effects to the correct layer. (Choose Window⇨Layers to open the palette.) By clicking and dragging the top of any palette, you can expand or reduce its height so that it takes up more or less room on the side of the workspace.



3. The Artwork and Effects palette has many options. You can switch among the different collections by clicking the category icons across the top of the palette and using the drop-down lists to select collections within each category, such as the many filter options shown here.

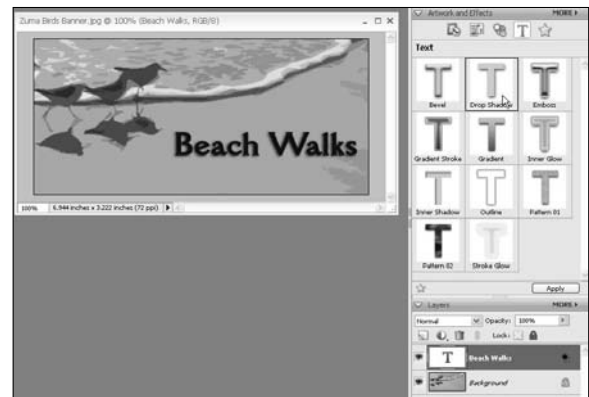
4. To apply a filter or another effect, click to select the layer you want to apply it to and then double-click the icon in the Layers palette. In this example, I selected the layer with the photo and double-clicked the Cutout filter box to open the Cutout filter dialog box. Each of the artistic filters includes a dialog box like this one, where you can adjust the filter's effects. Notice, on the left side of this dialog box, a preview of the image, where you can see how the filter will affect the image.





5. Click OK to apply the filter to the image and close the dialog box. Choose Edit→Undo to remove the filter. To adjust the filter settings, double-click the filter icon in the Special Effects palette to reopen the dialog box.

6. To apply text filters, such as the drop shadow, click the T icon at the top of the Special Effects palette to open the text effects options. Then click to select the layer. In this example, I selected the text layer with the words Beach Walks. With the text layer selected, double-click any text option and it's automatically applied to the text.



7. To remove a text filter, choose Edit→Undo. To apply another filter, double-click the Text tool. In this example, I removed the drop shadow and applied a Beveled filter instead. You can apply multiple filters to the same element to create more-complex effects.



Mastering photo editing requires lots of practice, and the best way to get it down pat is to experiment. Especially when you're working with advanced features, like filters and special effects, trial and error is a wonderful strategy. Applying different filters to text and images just to see what they do is a helpful way to find out what you can do with all these cool features.



# Chapter 5

## Getting Started with Dreamweaver

### Tasks Performed in This Chapter

- ✓ Setting up a new or existing site
- ✓ Defining a Web site in Dreamweaver
- ✓ Creating new Web pages
- ✓ Setting links in Dreamweaver
- ✓ Changing page-wide settings with page properties
- ✓ Adding Meta tags for search engines

In the ten-plus years that I've been writing about Web design, I've seen many changes — from the early days when you could create only simple pages with HTML 1.0 (before Web design programs like Dreamweaver even existed) to the elaborate designs you can create now using XHTML, CSS, JavaScript, multimedia, and more.

If you're not sure what those acronyms mean, don't worry. I remember what it was like to figure out all this stuff, too, so I designed this book to introduce you to the basic concepts of Web design while keeping things as simple as possible.

If you're eager to create a Web site as quickly as you can, feel free to jump ahead to Chapters 6, 7, or 8, where you find instructions for customizing the ready-to-use templates that come with this book. Before you do, I suggest that you at least skim through this chapter, which is designed to introduce you to Dreamweaver and to show you how to use this popular design program for some common tasks, such as customizing CSS layouts, creating CSS styles, inserting images, and setting links.

The high-end features in Dreamweaver make it the preferred choice for professional Web designers, and its easy-to-use graphical interface makes it popular among novices and hobbyists. You should know that in my effort to keep things simple in this book, I cover only a small portion of the features in this complex program. You can learn lots more about Dreamweaver in my book *Dreamweaver CS3 For Dummies* (Wiley Publishing).

At the beginning of this chapter, you find detailed instructions for one of the most important features in Dreamweaver: the site Definition dialog box. Defining a site in Dreamweaver is important whether you use one of the templates featured later in this book or create your own, custom design using the instructions in the rest of this chapter.

## Setting Up a New or Existing Site

As a general rule when you create a Web site, you first create all the pages on your computer's hard drive, where you can preview your pages in a Web browser and test the site before it's visible on the Internet. Then, when the site is ready, you transfer the files to your *Web server*, a computer with a permanent connection to the Internet that uses special software to communicate with Web browsers, such as Internet Explorer and Firefox.

Because all the files you work with on your hard drive must be in the same relative location on the Web server, you need to store all your site's resources in one folder on your hard drive and identify that folder as the *local root* folder in Dreamweaver.

As you progress through the site-definition process in the following task, you can create a new folder on your hard drive and designate it as your local root folder, or you can identify an existing folder if you're updating or redesigning a site. The location where you save the local root folder on your hard drive doesn't matter, as long as you identify it in Dreamweaver. Just be aware that if you move the local root folder, you have to go through the site setup process again so Dreamweaver knows where it is.

When you're ready to publish a completed site, you transfer it to your Web server by using the Dreamweaver built-in *File Transfer Protocol* (or *FTP*) features. You find detailed instructions for publishing a Web site in Chapter 9.

### *Working with an existing Web site*

If you're working on redesigning or editing a site that already exists, your first challenge is to get a copy of the site on your hard drive. Fortunately, Dreamweaver can help you download an existing site off a Web server with the same features you use to publish a site. All you need is the login information, username, and password to access the Web server.

To download an existing site, first complete the site setup process featured at the beginning of this chapter and then create a new, blank folder where you store all files in the Web site. Then follow the instructions in the section "Setting Up FTP in Dreamweaver"

in Chapter 9 to connect Dreamweaver with your server. After you establish a connection, just click the Get button (also shown in Chapter 9) to download all files in the existing site.

After you have your site on your hard drive, you can edit and add pages using Dreamweaver, even if your site was created in another Web design program. However, if you're doing a major redesign, you might be better off to start from scratch, by creating a new site in Dreamweaver and then copying the existing text, images, and other materials into the new pages.

## Defining a Web Site in Dreamweaver

### Stuff You Need to Know

#### Toolbox:

- ✓ Dreamweaver CS3
- ✓ If you have them ready, any text, images, or other materials you want to use in a new or existing site

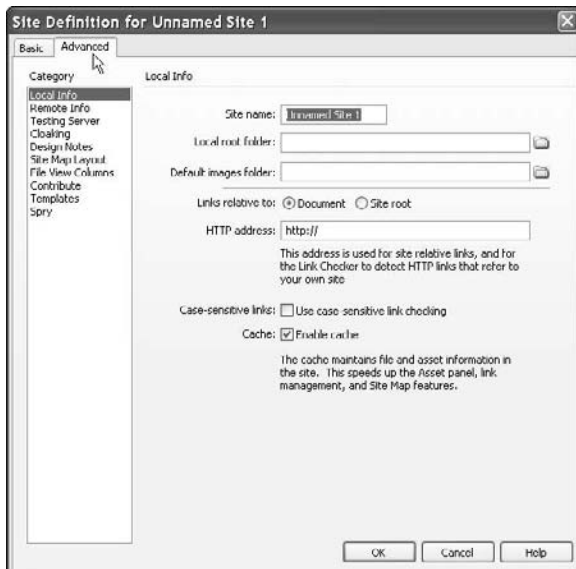
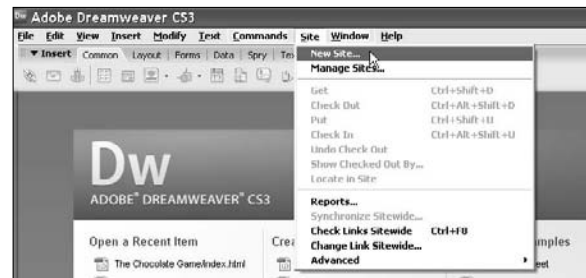


**Time needed:**  
Less than an hour

If the site-definition process seems a little confusing at first, don't worry; it's a quick, relatively painless process and you have to do it only once for each site. Just trust me — don't skip this preliminary step.

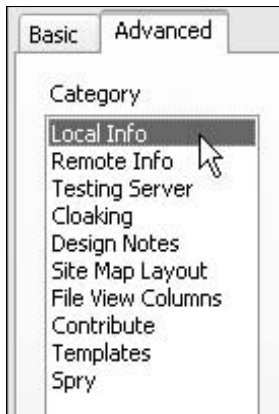
Whether you're creating a new site or working on an existing site, the following steps walk you through the process of defining a local root folder for your Web site.

1. Choose Site⇒New Site to open the Site Definition dialog box.



2. Click the Advanced tab. **Note:** If you prefer, you can use the basic wizard that steps you through the setup process, but I find it faster and easier to view all the options at once using the Advanced tab.





3. In the Category box on the left, make sure that the Local Info category is selected. This category should be open by default when you click the Advanced tab.

4. In the Site Name text box, type a name for your site. You can call your site whatever you like; this name is used only to help you keep track of your sites. Many people work on more than one site in Dreamweaver, and this feature enables you to keep track of them by name. The name you enter here appears in the drop-down list in the Files panel and in the Manage Sites dialog box. You use this list to select the site you want to work on when you open Dreamweaver. In this example, I named the new site Designs for Dancing.



5. Click the Browse icon next to the Local Root Folder text box to locate the folder on your hard drive that you want to serve as the main folder for all files in your Web site. (**Hint:** The Browse icon in Dreamweaver always looks like a small, yellow file folder and is usually located at the right side of a text field.) If you're setting up a new site, create a new folder on your hard drive using the Create New Folder icon in the Choose Local Folder dialog box, and then select that folder as the local root folder. If you're setting up an existing Web site, select the folder that contains the files for that site to designate it as the Local Root Folder.

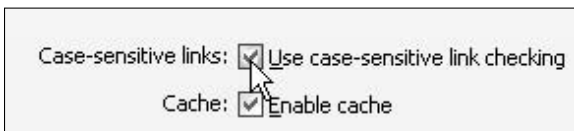


6. Click the Browse icon next to the Default Images folder field and select the images folder in an existing Web site. If you're creating a new site, create a new folder inside your local root folder, name it `images`, and select it. Although you don't *have* to identify an `images` folder, it has some advantages. For example, if you ever insert an image that isn't located in your local root folder, Dreamweaver copies it into the `images` folder you identify during the site-setup process. If you create an `images` folder, Dreamweaver copies images into the main folder. (You can also store images in other folders within your local root folder.)



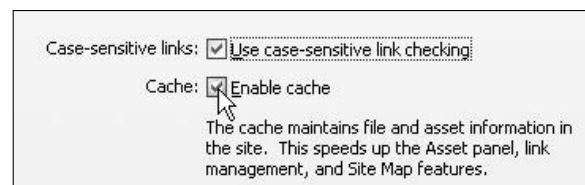
7. For the Links Relative To radio buttons, leave the Document option selected unless you know that you want your links to be set up relative to the root level of your site. This setting controls how the path is set in links. If you're working on a site with other developers and you're not sure, check with your colleagues. If you're working alone on your own site, Links Relative to Document is the simplest option and should already be selected because it's the default option in Dreamweaver.

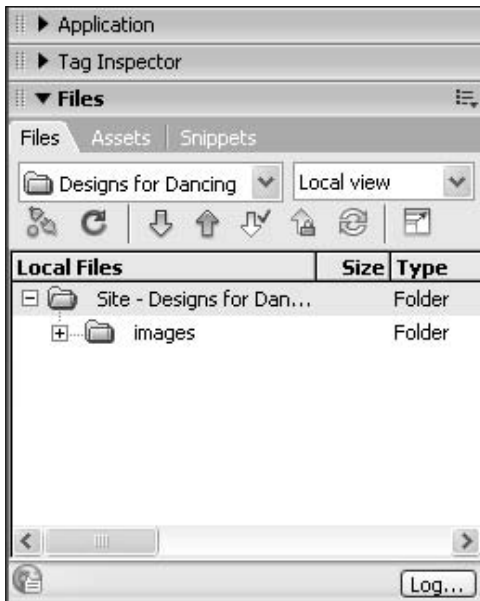
8. In the HTTP Address text box, type the URL of your Web site. The *HTTP address* is the URL, or Web address, that your site will have when it's published on a Web server (see Chapter 2). If you don't yet know the Web address for your site or you don't plan to publish it on a Web server, you can leave this box blank. If you do fill it in, include `http://` at the beginning and `/` at the end.



9. Select the Use Case-Sensitive Link Checking check box. Unless you know for sure that you don't have to worry about the case of your file names, selecting this box makes Dreamweaver ensure that the case matches for all your site's links (which many Web-hosting services require).

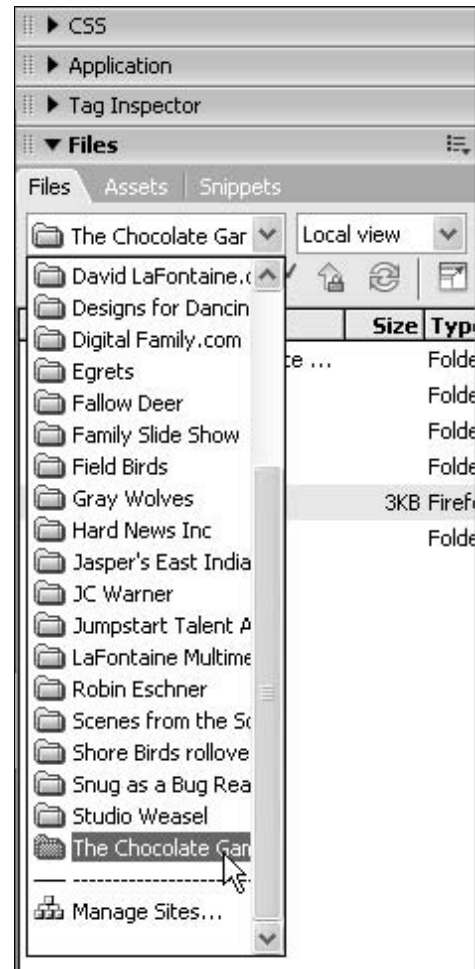
10. Select the Enable Cache option. Dreamweaver creates a local cache of your site to quickly reference the location of files in your site. The local cache speeds up many site-management features of the program and takes only a few seconds to create.





- Click OK to close the Site Definition dialog box and save your settings. If the folder you selected as your local site folder already contains files or subfolders, they're automatically cached and any files or folders in your site are displayed in the Files panel. In this example, because I'm creating a new site, only the images subfolder is displayed. If you haven't checked the Enable Cache option, a message box appears, asking whether you want to create a cache for the site. Doing so is good practice because it helps Dreamweaver work more efficiently.

- If you work on more than one site in Dreamweaver, be sure to define each site the first time you work on it. After that, you can easily switch among defined sites by selecting the one you want to work on in the Files panel. You can define as many sites as you like in Dreamweaver. To load a different site into the Files panel, click the drop-down arrow next to the site name and choose the name of the site you want to display. In this figure, you can see that I'm opening the site named The Chocolate Game by selecting it from a long list of defined sites. You can see, toward the top of this list, the Designs for Dancing site.



## Naming Web pages

Filenames are especially important in Web sites because they're included in the HTML code when you set links. Over the years, I have received more e-mail messages from panicked Web designers because of broken links caused by filename conflicts than almost any other issue. Because these problems usually don't occur until after a Web site is published on a server, they can be especially confusing and difficult to understand. Following a few simple pointers can help you avoid or troubleshoot filename-related problems:

- ✓ **When you save Web pages, images, and other files for your site, the basic rule is this: Don't use blank spaces or special characters in a filename.** For example, don't name a Web page with an apostrophe, such as `cat's page.html`. If you want to separate words, you can use the underscore (`_`) or the hyphen (`-`). For example, `cat-page.html` is an acceptable filename. Numbers are okay in most cases, and capital letters don't generally matter, as long as the filename and the code in the link match.
- ✓ **All files in a Web site must also include an extension at the end of the filename, to identify the file type (such as `.html` for HTML files or `.jpg` for JPEG images).** Dreamweaver automatically adds the `.html` file extension to the end of HTML files, but you may need to change your Windows settings if you want to be able to see the extension. Similarly, programs like Photoshop automatically add the extension on Windows computers; if you're using a Macintosh, you may need to add the extensions manually.
- ✓ **Another confusing rule, and one of the most important, is that the main page (or front page) of your Web site must be named `index.html` or `default.html`, depending on your Web server.** That's because most Web servers are set up to serve the `index.html` page first. To ensure that you use the correct name, check with your service provider or system administrator. (Some servers are set up to handle `home.html`, or `default.asp` for dynamic sites, but most commercial service providers serve `index.html` before any other page in any folder in a site.) The rest of the pages in your site can be named anything you like, as long as they don't include spaces or special characters (except for the dash or underscore).

The potentially misleading point is that links with spaces and special characters work just fine when you test pages on a Mac or PC, but the software used on many of the Web servers on the Internet don't accept spaces or special characters in links. Thus, links that don't follow these rules can be broken when you publish the site to a Web server.

**TIP**

You can make changes and additions to a site by choosing Site↔Manage Sites, selecting the site name in the Manage Sites dialog box, and then clicking the Edit button. The defined site then opens in the Site Definition dialog box, where you can make changes to any setting, such as selecting a different images folder or local root folder. Remember that if you move the local root folder on your hard drive, you need to edit the site definition to identify the new folder location.

## Creating New Pages in Dreamweaver

### Stuff You Need to Know

#### Toolbox:

- ✓ Adobe Dreamweaver CS3
- ✓ Your own text and images to personalize the pages



#### Time needed:

About half a day

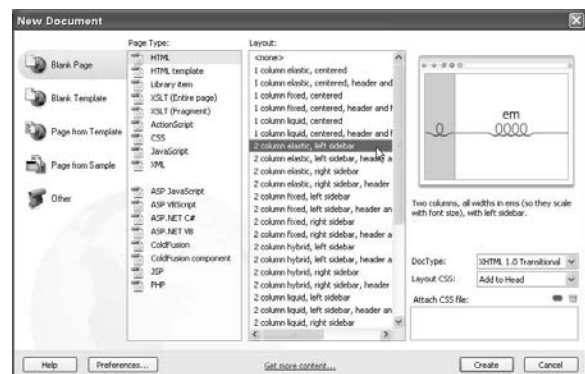
In this task, I show you how you can use Dreamweaver's new collection of layouts to create a variety of one-, two-, and three-columned designs using CSS so that you can create your own custom page designs. In the tasks that follow later in the chapter, you find out how to turn a page design into a template you can use to easily create similar pages for a Web site with sections that can be updated automatically. You also find out how to add common features, such as images, text, links, and more.

Whether you're creating a simple design or a complex one, it's almost always easier to start with one of the prestyled Dreamweaver layouts. By using one of these layouts, you start with not only some of the basics done for you but also a design that's optimized for a wide variety of Web browsers — no simple task when you consider that browsers don't always support CSS consistently.

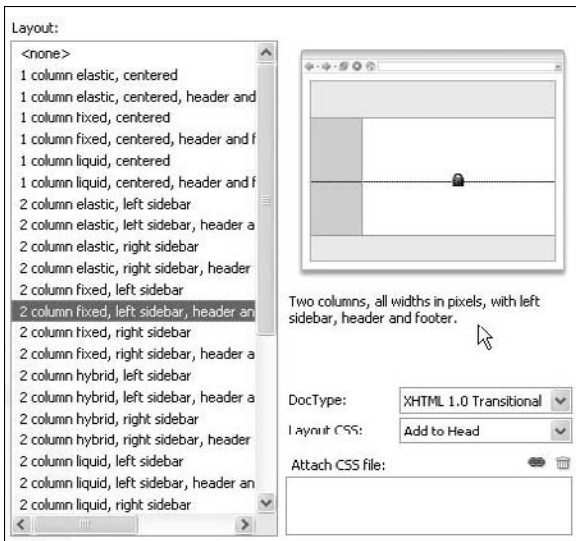
These Dreamweaver layouts aren't much to look at when you first open them. They're intentionally designed with a basic gray color scheme — fortunately color styles are some of the easiest to alter in CSS. If you're new to CSS, altering one of these layouts may seem confusing at first, but it's similar to editing the other templates featured in this book and certainly easier than starting from scratch. The following lesson is designed to help you appreciate how easy it is to create your own site design with the many predesigned layouts included in Dreamweaver CS3.

Before you begin creating new pages, make sure that you completed the site-setup process covered in the previous task in this chapter.

1. To create a new page, choose File→New. In the New Document dialog box, choose Blank Page from the options on the far left (as I've done here). Under the Page Type column, you can now select from many different file types, including HTML, XML, and PHP. To create a simple Web page, like the one I use throughout this book, choose HTML.

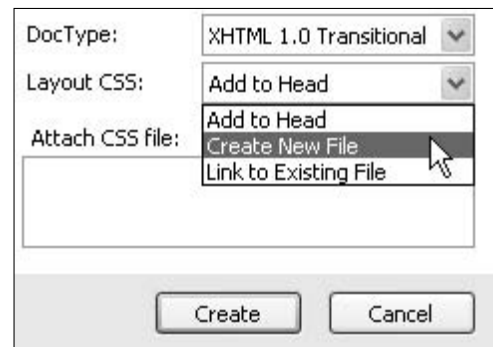


A fixed layout is generally an easier option to start with, but liquid designs have advantages because they're more flexible. You can find a longer description of the layout types in the Dreamweaver Help files, but essentially here are the options: Liquid layouts are designed to expand and contract depending on the size of the browser window; fixed layouts are centered within the browser and set to a width of 780 pixels; elastic layouts use the ems measurement to adapt to different text sizes and other variations in display; and hybrid layouts use a mix of options.



- When HTML is selected in the New dialog box, a list of CSS layouts appears in the Layout Column. In the close-up view of this dialog box, shown in this figure, you can see that I selected a design that creates a two-column fixed layout with a header and footer.

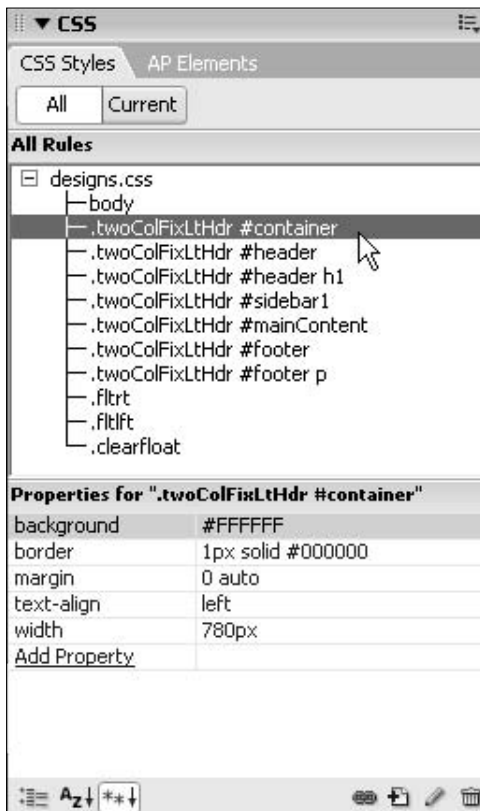
- When you create a layout, you can choose to create internal styles or an external style sheet. I recommend that you create an external style sheet because you can then use the same styles across multiple pages. To create an external style sheet as you create a new page like this, use the drop-down menu next to Layout CSS: Select Create New File and then click the Create button.



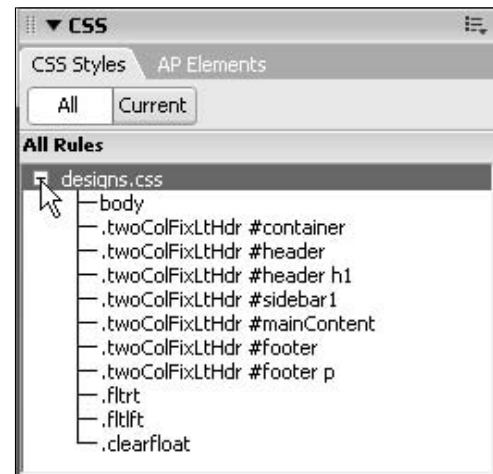
- In the Save Style Sheet File As dialog box, give the style sheet a name. You can use the default name that Dreamweaver suggests or change the name to something that has more meaning to you. Just be sure not to use any spaces or special characters in the name, and keep the .css extension. In this example, I named the style sheet `designs.css`. Click Save to save the style sheet and attach it to the new page at the same time.



6. All Dreamweaver layouts include a collection of corresponding styles. As a result, to edit any of the elements in this layout, you must edit the corresponding style. First, open the CSS Styles panel (if it's not already open) by choosing Window⇨CSS Styles, and then click the plus (+) sign next to `designs.css` (or whatever you named your external style sheet) to open it. Dreamweaver displays all styles that correspond with this page. (**Tip:** Make sure that the All button is selected at the top of the CSS panel to display all styles.)

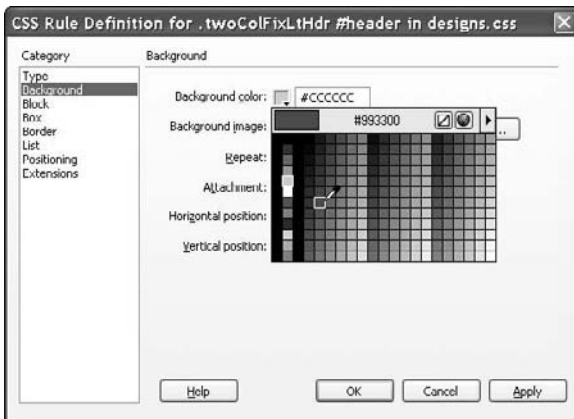
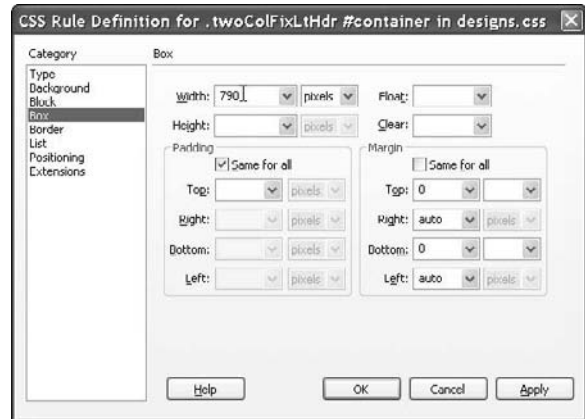


5. Get into the (excellent) habit of saving a new page as soon as it's created. Choose File⇨Save and give the file a name. Again, don't use any spaces or special characters in the filename, and be sure to retain the `.html` extension. I named this file `designs.html`. As soon as you save the file, it's also good practice to add a title right away by replacing the words *Untitled Page* with your own title at the top of the workspace, as you see in this figure.



7. By following the common practice of using Div tags to "contain" elements on a page and styles, to describe how they should be displayed, Dreamweaver includes a Div identified as `container` in every layout. The container controls the overall width of the design area; to change the width of your design, you need to change the corresponding style. To do so, double-click the style named `.twoColFixLtHdr #container` to open it in the CSS Rules Definition dialog box. (The Div is the foundation of the box model, which I explain in Chapter 3.)

8. In the CSS Rules Definition dialog box, choose the Box Category from the left and then use the width field to change the width as desired. In this case, I'm changing the width from 780 pixels to 790 by replacing the number in the Width field. Limiting the width of your page to 790 pixels is good practice if you want your page to display well in an 800-by-600 resolution monitor. After you make any changes you want, click Apply to preview the results and then click OK to close the dialog box.

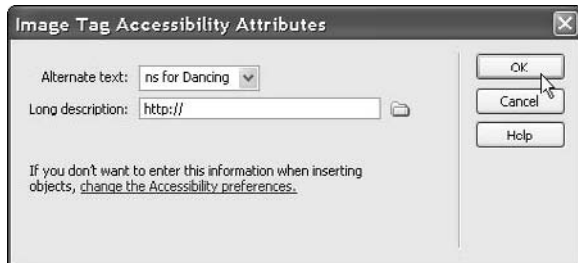


9. The Header area of the page can be changed by simply typing a new header to replace the text that says Header. To change the color or other style options for the header, double-click the style named `.twoColFixLtHdr #header` to open it in the CSS Rules Definition dialog box. Click to select the Background category, and use the color well to change the background color. Choose the Type category to access font, size, and other text options. Click Apply to see how the settings look, and then click OK to save them and close the dialog box. To find out more about using the HTML heading tags, see the sidebar “Combining HTML headings and CSS.”

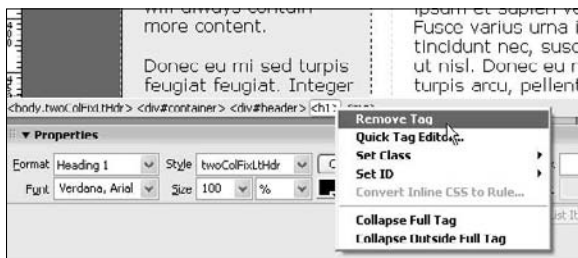


Dreamweaver includes a body class for each of these layouts and includes it in the name of each style. In this case, the body class is `twoColFixLtHdr`. You can remove the body class by deleting `.twoColFixLtHdr` from the front of each style name, but if you do so, you must also delete it from the body tag in the HTML code. To do so, first click the Split View button at the top of the workspace to open the HTML code, and then search for the body tag and delete `class="twoColFixLtHdr"`. Although removing the class style is optional, it simplifies the rest of the style names by making them all shorter, which many designers find easier when working with style sheets. To save you from having to find the body tag in the HTML code, I leave the longer style names the way Dreamweaver creates them.

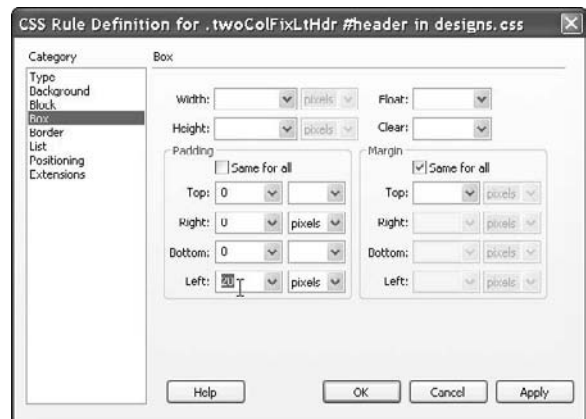




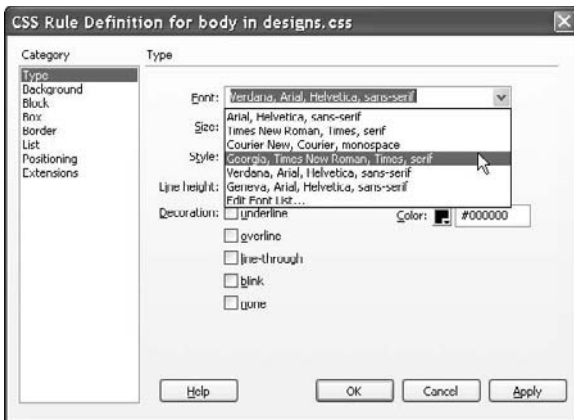
11. Notice that the banner didn't line up properly when I inserted it into the header in this layout. That's because the header is styled for text and includes padding in addition to an H1 tag. To make the banner fit in the header properly, you need to remove the extra space. First, double-click the style named `.twoColFixLtHdr #header` in the CSS panel. Then select the Box category, and change to 0 the number of padding pixels you find in the Right and Left fields under Padding.



10. For the dressmaker's design featured in this task, I replaced the word `Header` with a graphic by simply deleting the text and choosing `Insert > Image` to select my banner image. If you insert a graphic that's not in your local root folder, Dreamweaver automatically copies it into your `images` folder. Unless you have Accessibility Attributes turned off in the Dreamweaver preferences, you're also prompted to enter alternate text. *Alternate text*, which is displayed if an image isn't visible, provides a description of the image for visitors who are visually impaired and use special browsers that "read" Web pages aloud. Type a description of your image in the Alternate text field in the Image Tag Accessibility Attributes dialog box. Alternatively, you can click to select any image and type a description into the Alt field in the Property inspector.

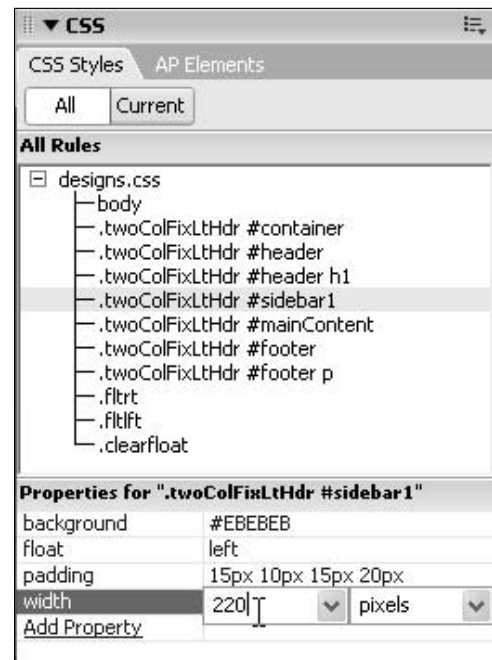
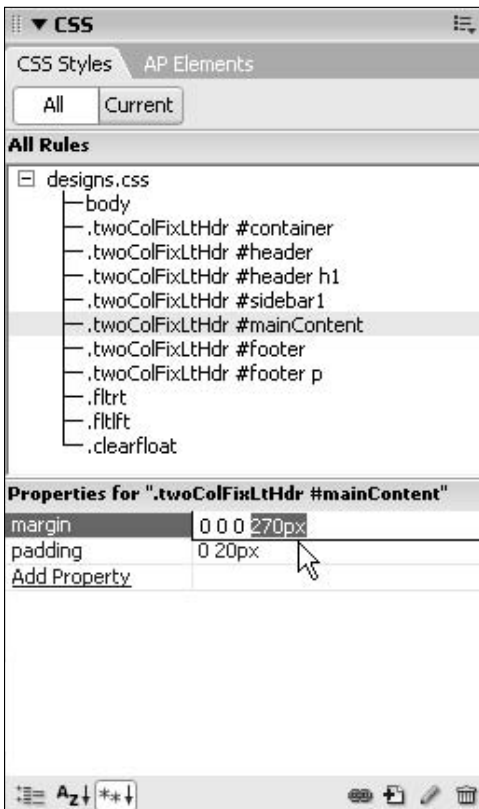


12. The extra space at the top and bottom of the banner is caused by the H1 tag. If you deleted this when you deleted the text, you won't have this problem, but it's easy to leave the H1 tag behind. Here's a good way to remove any unwanted HTML formatting. First, click to place your cursor in the Header area. (It doesn't matter whether you select the image.) Then in the tag selector at the bottom of the workspace, right-click the H1 tag and choose `Remove Tag`.

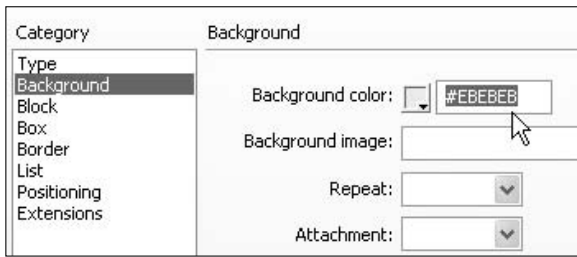


13. You can also change the font or color of any or all text on a page by changing the corresponding styles. If you aren't familiar with HTML, you may not guess that to change the font style for the entire page, you need to alter the Body style. That's because the `<body>` tag controls page-wide settings, like font face and link styles. You can use multiple fonts on a page by changing the font style for a specific section of text, but to change the default font for the entire page, double-click to select the `<body>` tag in the CSS panel, choose the Type category and use the drop-down list in the Font field to select a font collection.

14. You can also edit styles by using the CSS Styles Property pane, which appears just below the CSS panel. For example, in this figure, I selected the style `#sidebar1`, and I'm changing the width to 220 pixels by editing the number of pixels specified in the Width field. By default, only style settings that have been defined are displayed in the Property pane.

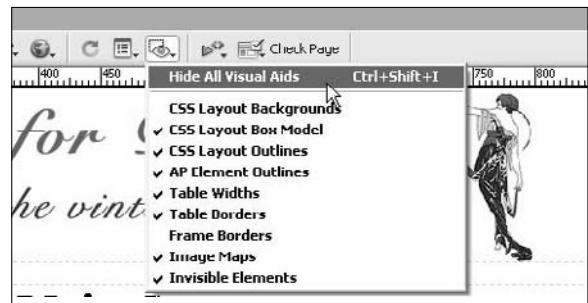


15. If you want change the width of a column in one of the Dreamweaver CSS layouts, you need to alter the styles for both columns. One complexity of most Dreamweaver layouts is that the style for the sidebar Div has a specified width, but the Div identified as `mainContent` uses a Margin style to control its positioning in relationship to the sidebar. As a result, if you change the width of the left sidebar, which I did in the previous step, you need to change the margin setting in the `#mainContent` style by the same amount. In this figure, I'm changing the margin of the `#mainContent` to 270 pixels by using the CSS Properties pane. I set the margin to a higher number than the width of the sidebar to leave a gutter between the two columns.



16. To change or remove a background color, such as the gray color in the sidebar, double-click the style name in the CSS Styles panel to open it in the CSS Rule Definition dialog box. To change the color, choose the Background category and then click the color well in the Background Color field. To remove a color, simply delete the contents of the Background Color field. If no color is specified, the color of the page background or surrounding container is used. In this case, the sidebar changes to white when I delete the color code.

17. Although the boundaries of `Div` tags don't display in a browser unless you include a style to create a border, by default Dreamweaver CS3 displays a thin line around `Divs` to aid you in your design work. You can turn these, and other invisible elements, on and off by clicking on the Visual Aids icon at the top of the workspace and selecting the options you want to display. You can hide all visual elements or choose to display any subset of them by selecting them from the drop-down list.



For more information on font collections, see the later sidebar "Why so many fonts?" If the body tag isn't already defined with a style, you might find it easier to use the Page Properties dialog box, described in the section "Changing Page-Wide Settings with Page Properties," later in this chapter.



You can adjust the margins and padding around images, `Div` tags, and other elements to control spacing and positioning. The simplest way to understand padding and margins is to remember this statement: Padding adds space to the inside of an element, and margins add space to the outside. The same statement is true whether the element is a `Div` tag, an image, a table cell, or anything else. If you want more space around a photo, for example, add margin space. If you want a gap between the edge of a `Div` tag and its contents, add padding. Here's an advanced tip: When you add padding, you increase the overall size of the element. For example, a `Div` that is 200 pixels wide and has 10 pixels of padding on each side expands to fill 220 pixels of space in the design. When you click an element, such as the sidebar `Div` in this task, Dreamweaver displays a series of slanted lines around the edge of the `Div` that represent the amount of margin or padding.

## Combining HTML headings and CSS

One of the most common text formatting options in HTML is the heading style. In HTML, you gain many advantages to using the heading styles (H1, H2, and so on) to style text that serves as titles or headlines. That's because heading styles are designed to be displayed in relative sizes no matter which text size users set in their Web browsers. When you use headings, H1 is the largest, H2 is the next largest, and so on, decreasing in size through H6. Another benefit to using headings is that search engines generally give priority to keywords that are formatted with the H1 or H2 tags, because the use of a heading tag implies that the text has greater importance on a page.

Because you can redefine any HTML tag with CSS, you can alter the display of heading tags while still enjoying these benefits. You can also combine styles so that text formatted with an H1 tag can appear one way

when placed within the sidebar of a page and appear another way when placed within the main content area. That's why many CSS layouts that come with Dreamweaver include styles like #header H1 — because a style with that name redefines text that's formatted with the H1 tag only if it appears within a Div that has the ID "header." (To see an example, check out the style named .twoColFixLTHdr #header h1 in the two-column layout used in the section "Creating New Pages in Dreamweaver," earlier in this chapter.)

You can apply Heading tags to text by selecting any text on a page and then using the drop-down list in the Property inspector at the bottom of the screen to select a Heading option, as you see in this figure. To create a style for a Heading tag, follow the steps in the "Defining New Styles in Dreamweaver" task.



## Defining New Styles in Dreamweaver

### Stuff You Need to Know

#### Toolbox:

- ✓ Adobe Dreamweaver CS3
- ✓ A page or Web site where you want to add a new style



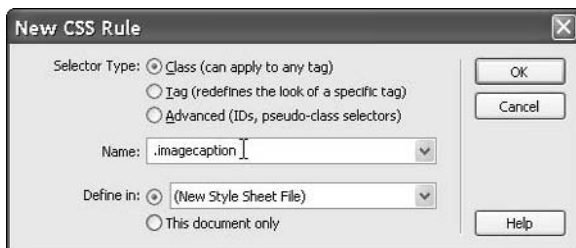
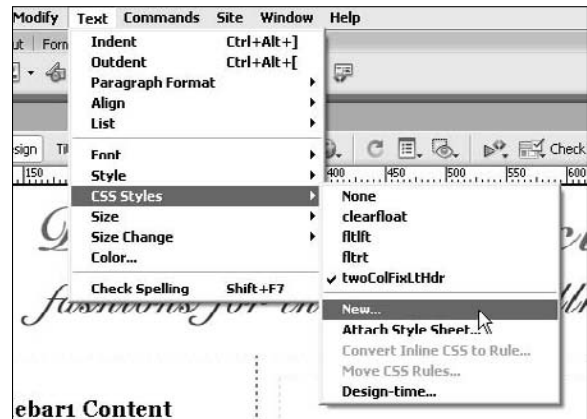
**Time needed:**  
About half an hour

Whether you create a new, blank page in Dreamweaver or start with one of the Dreamweaver CSS layouts, as described in the previous task, you can create your own styles to format text, images, and other elements in your pages.

As you move through the steps to create a new style in Dreamweaver, you might be surprised by the number of options in the numerous panels and dialog boxes available for creating CSS. As you explore the possibilities, remember that you can leave attributes unspecified if you don't want to use them and that you can always go back and edit styles after you create them.

To define a new style, either create a new document or open an existing HTML file and follow these steps:

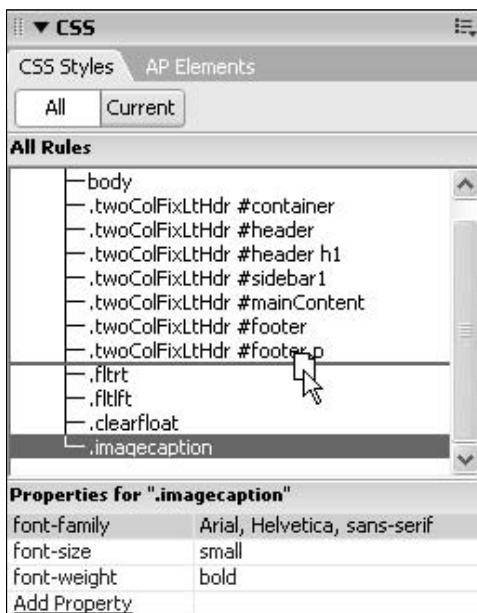
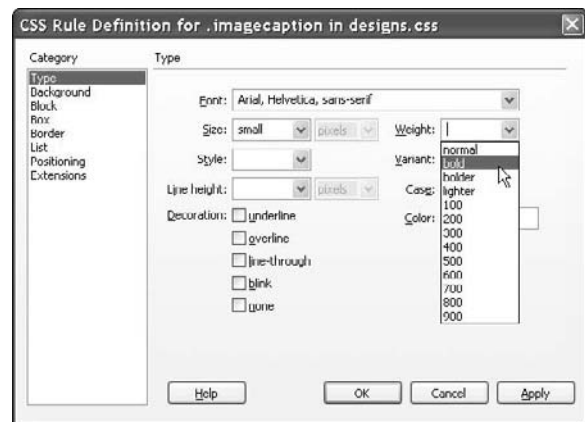
1. Choose Text→CSS Styles→New.



2. In the New CSS Rule dialog box, choose a selector type. In this example, I'm creating a class style. In the Name field, type a name. Because class styles must begin with a period (.), I named this style `.imagecaption`. For a description of the three selector options, and the naming conventions that correspond with each one, see the nearby sidebar "Understanding CSS selectors."



4. In the CSS Rule Definition dialog box, choose a category on the left. For this example, I chose the Type category to specify font options. As you can see in this figure, I chose the Arial, Helvetica, sans serif font collection and set the size to Small and the weight to Bold. (See the upcoming sidebar “Why so many fonts?” for more information about font collections.) Click OK to save the style and close the dialog box.



5. The new style appears at the bottom of the CSS Styles panel. You can change the order of styles by clicking to select a style name and dragging it to another position in the panel.

3. In the Define In area, select the This Document Only radio button to create an internal style sheet. In this example, I'm adding my new style to an external style sheet that's already attached to my page (the design.css style I created in the previous task). To do that, click to select the Define In radio button and choose the name of the style sheet from the drop-down list. You can also choose to create a new external style sheet as you create a new style, by choosing the New Style Sheet File option from the drop-down list and then entering a name in the Save Style Sheet File As dialog box. Click OK to continue.

## Understanding CSS selectors

When you create a new style, you first specify the *selector*, the type of style you're creating. When you create a new style in Dreamweaver, you can choose from these selectors:

- ✓ **Class:** Creates a class style that can be applied to any element on a page and can be used multiple times on the same page. You can name a class style anything you like, as long as you don't use spaces or punctuation. Class style names must begin with a period (.). If you select the Class option and neglect to enter a period at the beginning of the name, Dreamweaver adds one for you. After a class style is created, it's available from the Class drop-down list in the Property inspector. To apply a class style, select any section of text, an image, or another element on a page, and then use the drop-down menu in the Class or Style field in the Property inspector to apply the style.
- ✓ **Tag:** Redefines an existing HTML tag. In this case, you're creating a new style that will override the existing rules for the selected tag or add formatting to an

existing tag. When you alter an existing tag, you change the way all instances of that HTML tag appear throughout your page, unless you use the Advanced option to redefine a tag within another style. Tag styles are automatically applied when a tag is applied. For example, if you redefine the style for the H1 heading tag, the style is applied whenever you format text with the Heading tag.

- ✓ **Advanced:** Creates an ID style, a contextual style, or any other advanced style option. ID styles must begin with a pound sign (#) and can be used only once per page. It's common practice in CSS layouts to use ID styles to control the appearance of Div tags. Contextual styles specify the display of one style within the context of another. For example, #sidebar h1 defines a style for the heading tag only when it appears within a Div or other element that has the ID sidebar.

You find out more about creating and using CSS styles in my book *Dreamweaver CS3 For Dummies*, (Wiley Publishing).



6. To apply a new class style, like the one I created in this task, select a section of text in a Web page and then use the Style drop-down list to select and apply the style. For more information on how to apply other kinds of styles, see the nearby sidebar, "Understanding CSS selectors."

## Creating and Using Templates

### Stuff You Need to Know

#### Toolbox:

- ✓ Adobe Dreamweaver CS3
- ✓ A page design you want to turn into a template



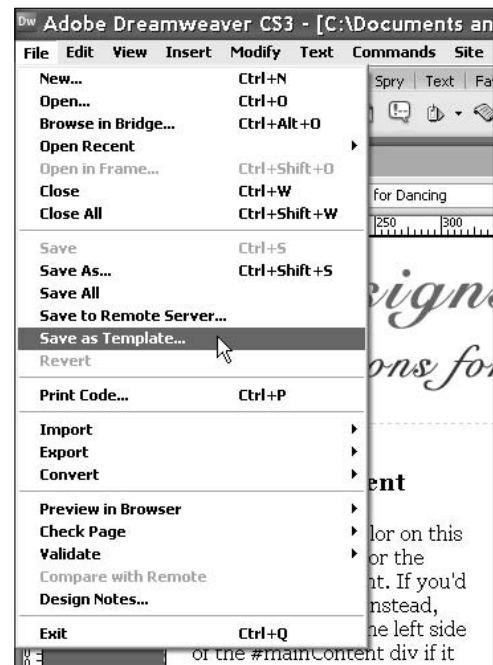
**Time needed:**  
A couple of hours

After you've spent a great deal of time creating a page design in Dreamweaver, you might be pleased to know that you can turn your designs into a template that you can use to create other pages more quickly for your site. When you save a file as a Dynamic Web Template in Dreamweaver, it becomes available from the New File dialog box, which makes it easy to use to create new files. But the greatest time-saving benefit of Dynamic Web Templates becomes evident when you want to make changes to a design after you've used it to create numerous pages, because you can use templates to make global updates across many pages at once.

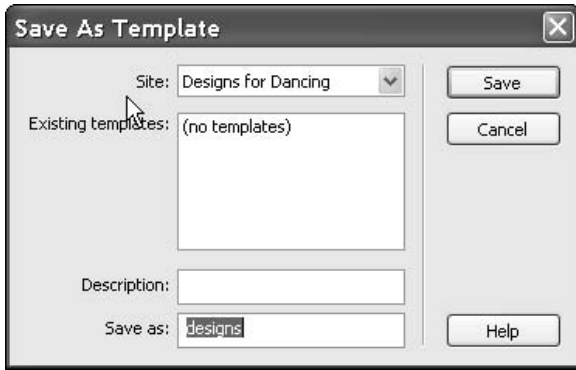
In most of the templates included with this book, I used the Dreamweaver Dynamic Web Template features. Reading through this task not only shows you how to create your own templates but also helps you better understand how to use and edit the templates included in the rest of this book.

In this task, you learn how to save any page as a template, use the template to create new pages, and then edit the template to make global updates to those pages.

1. You can turn any page in Dreamweaver into a template by using the Save As Template option. In this task, I build on what I did in the earlier task in this chapter, by turning into a template the page I created from a Dreamweaver layout. To begin, open a Web page in Dreamweaver and choose File⇨Save As Template.

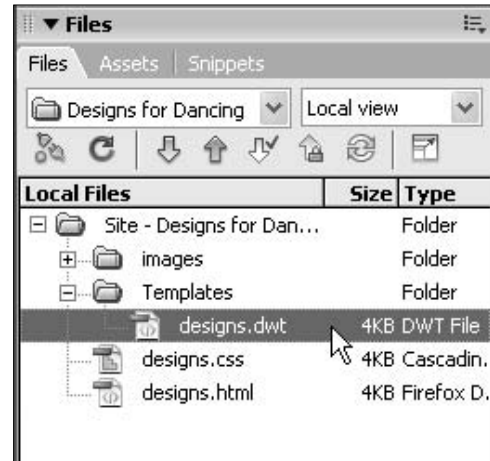






2. In the Save as Template dialog box, make sure that the site you're working on is displayed in the Site field. (This should happen automatically if you completed the site-definition process; if you haven't, make sure to do so by following the steps in the first task in this chapter.) You can name the template anything you like, as long as you don't use spaces or punctuation. When you're prompted by with the Update Links dialog box, choose Yes to preserve any links to pages or images in the file.

3. When you create a Dynamic Web Template, Dreamweaver automatically adds the .dwt extension. In this case, my file is named `designs.dwt`. As you can see in the Files panel shown in this figure, Dreamweaver automatically stores the new template in a folder named Templates. If you don't already have a Templates folder in your local root folder, Dreamweaver creates one for you when you save your first template.



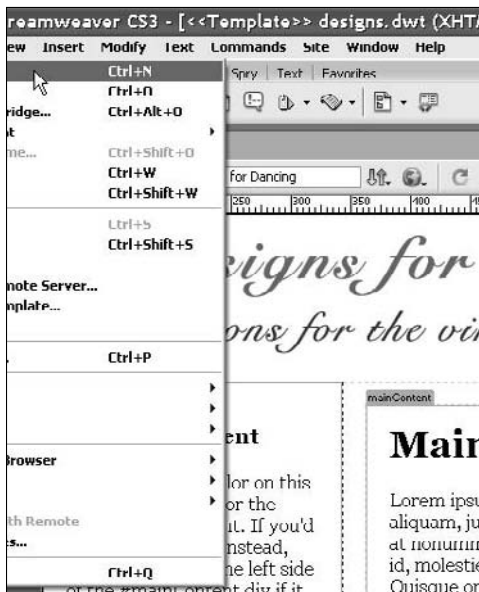
4. Before you use your template to create other pages, you need to create Editable regions in the template. Editable regions are areas of the template that can be edited when the template is used to create new pages. To create an editable region, first select a container, such as the sidebar Div in this page. To select the sidebar Div, I placed my cursor in the sidebar and then clicked the sidebar tag in the tag selector at the bottom of the page.



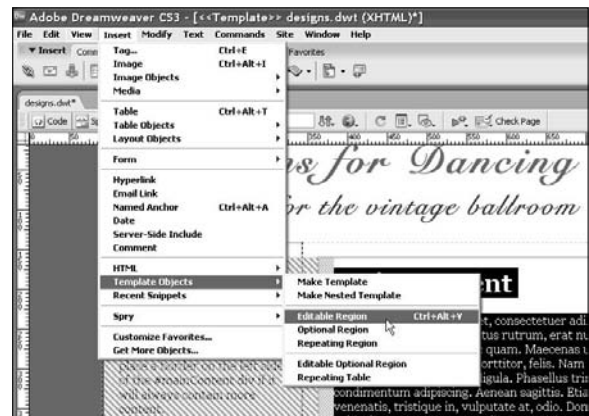
Any area that's not an Editable region can only be edited in the template itself, and any edits you make to a part of the page that isn't designated as Editable will automatically be updated on all the pages created from the page.



- Repeat Steps 4 and 5 selecting different containers in turn. For example, you could select the Div with the ID of mainContent, just like you selected the sidebar, and make it an editable region as well. It's common practice to leave features that you want on all your pages, such as banners, logos, or navigational elements, as non-editable regions because you don't want these areas to change on the individual pages you create from the template; they are areas where you'll likely want to make global updates later.



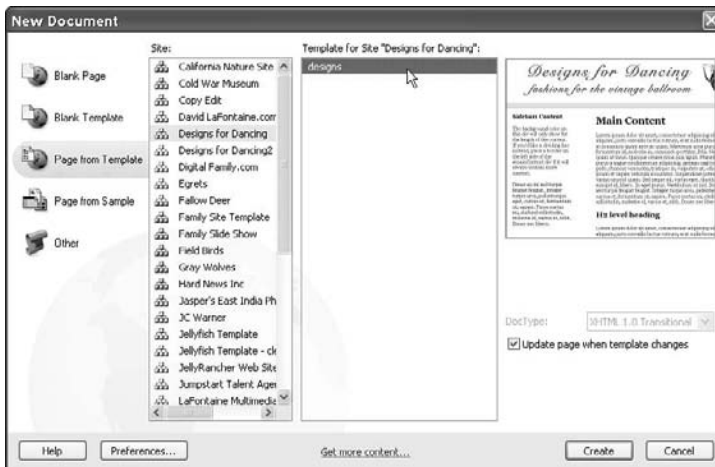
- With a container selected, such as the sidebar, choose Insert→Template Objects→Editable Region. In the New Editable Region dialog box, give the region a name (remember no spaces or special characters) and then click OK. If you don't have visual aids turned off, Dreamweaver will distinguish the editable region by surrounding it with a blue line and including a small tab at the top with the name you gave the region.



- After you define all editable regions, choose File→Save to save the template. When you're ready to create a new page from the template, choose File→New, just as you would do to create any new page in Dreamweaver.

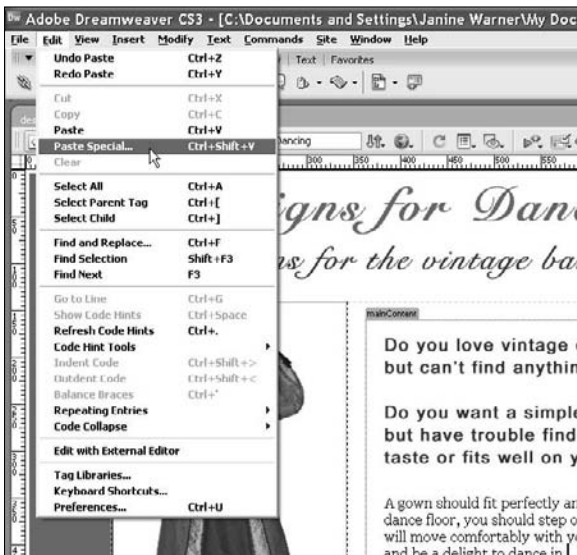
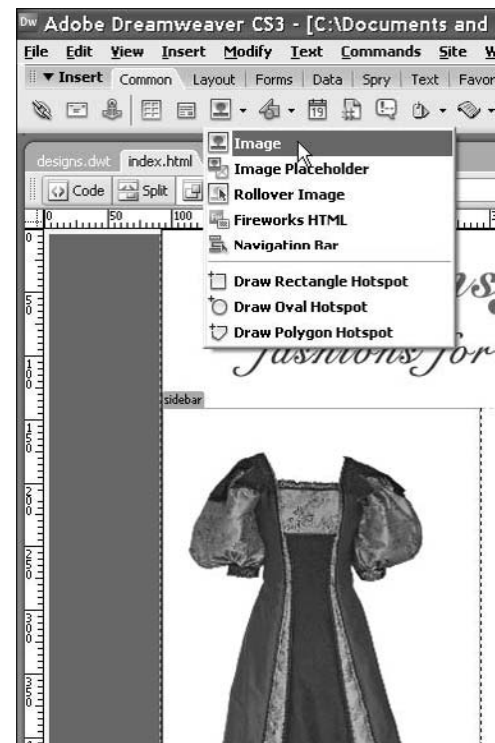


If you created your template using a page that includes text and images for a page in your site, you can use the template to create that page. After you're done, however, you might want to open the template again and replace the actual page content with holder text and placeholder images because it's less confusing. To create a placeholder image, choose Insert→Image Objects→Image Placeholder and in the Placeholder image dialog box, enter a name, height, and width. You can enter any height and width for a placeholder, Dreamweaver automatically adjusts these settings to the true size of any image you use to replace the placeholder later.



- In the New Document dialog box, choose Page From Template from the left-hand column, choose the site you're working on from the Site column, and then choose the template you want from the right column. Notice that Dreamweaver includes a preview of the template in the right side of the dialog box.

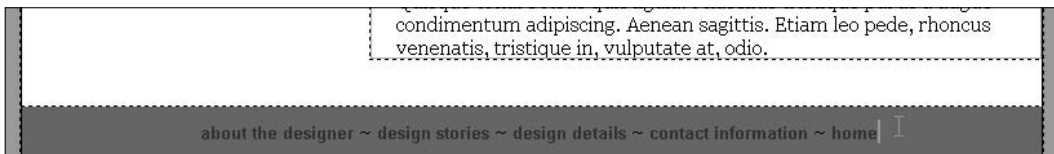
- It's always good practice to save a new page before you start editing it by choosing File⇨Save, just as you would save any other new file in Dreamweaver. You can then edit any of the editable regions in a page created from a template. Remember, however, that you can't alter any of the areas that aren't editable. In this example, I'm inserting an image into the sidebar by first deleting the placeholder text and then using the Insert Image icon at the top of the workspace.



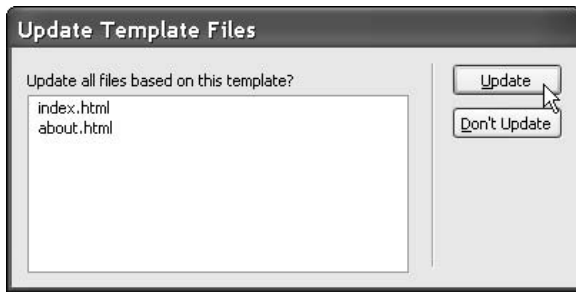
- You can add text to a Dreamweaver layout by typing it into any editable region of the page, and you can use the copy-and-paste technique to bring text in from another program, such as Microsoft Word. (See the nearby sidebar, "Inserting text from another program," for more details on your copy-and-paste options in Dreamweaver.) When you finish adding content to the page, save it, and you're ready to create a new page with the template by again choosing File⇨New and repeating Step 8.



11. Again, you can add text and images to any of the editable regions just as you would add to any page in Dreamweaver, by using Insert→Image and typing to enter text or using copy-and-paste. If you want to align a Div tag or another element to the left or right side of a page, you can use the float-right and float-left styles that are included in all Dreamweaver CSS layouts. Don't be confused by their abbreviations in the style sheet: `FltLft` is the float left style, and `FltRt` is Float right. To apply alignment styles, select an image or another element and choose the style you want from the Class drop-down list in the Property inspector. When you float an image to the right or left, as you see here, any text or other elements wrap around the image. Save the page when you're done.



12. At any time, you can go back to the template to make changes to any of the editable regions, and those changes will automatically be applied to any pages created from the template. So, for example, you could now create a list of links in the footer at the bottom of this page and Dreamweaver will automatically add those links to all the pages created from the template when you save the file. Notice in this figure that the navigation links in the footer of this page aren't in an editable region. You find instructions for creating links in Dreamweaver in the section "Setting Links in Dreamweaver," later in this chapter.



13. To save your changes and update any pages created from the template at the same time, choose File⇨Save and in the Update Template Files dialog box, click Update. Dreamweaver lists all pages created from the template in this dialog box so that you can see exactly which pages will be changed. If you don't want to apply the changes to your pages, choose Don't Update. All new pages created from the template will include the changes you made.



Although the Dreamweaver layouts are designed to display CSS and other formatting options according to contemporary standards, not all Web browsers support CSS the same way, so it's always wise to test your designs in a variety of Web browsers before you publish them. And here's a tip: Internet Explorer does not display Dynamic Web Templates, but Firefox does. Thus, if you're working on a template and want to preview your work as you go along, choose File⇨Preview in Browser and choose Firefox from the list of browsers. If you haven't associated Firefox with Dreamweaver, choose Edit Brower List from the Preview in Browser list, and then click the plus (+) sign next to Browsers to select and add to the list any browser on your hard drive. You can download a free copy of Firefox from [www.firefox.com](http://www.firefox.com). (You find more detailed instructions in Chapter 9 for previewing your pages in multiple Web browsers and for adding new browsers to the preview list in Dreamweaver.)

## *Inserting text from another program*

Dreamweaver gives you many options for maintaining formatting when you copy and paste text from another program. You can change the default method for the way Dreamweaver handles formatting when you choose Edit⇨Paste and alter the preferences in the Copy/Paste category. And, you can choose Edit⇨Paste Special to make all options available each time you paste new content. Here are your six options:

- ✓ **Text only:** Dreamweaver strips any formatting and inserts plain text.
- ✓ **Text with structure:** Dreamweaver includes paragraphs, lists, tables, and other structural-formatting options.
- ✓ **Text with structure plus basic formatting:** Dreamweaver includes structural formatting as well as basic formatting, such as bold and italic.
- ✓ **Text with structure plus full formatting:** In addition to the previous options, Dreamweaver includes formatting created by style sheets in programs such as Microsoft Word.
- ✓ **Retain line breaks:** Selecting this check box ensures that line breaks are preserved, even if you don't keep other formatting options.
- ✓ **Clean up Word paragraph spacing:** This option is designed to address a common problem in the way Microsoft Word paragraph spacing is converted when content is pasted into an HTML file.

## Setting Links in Dreamweaver

### Stuff You Need to Know

#### Toolbox:

- ✓ Adobe Dreamweaver CS3
- ✓ A Web site with a root folder defined in Dreamweaver
- ✓ A GIF or JPEG image (you find sample images on this book's companion Web site at [www.DigitalFamily.com/diy](http://www.DigitalFamily.com/diy))



**Time needed:**  
Less than an hour

Dreamweaver is truly a dream when it comes to setting links. The most important thing to keep in mind is that a link is essentially an address (a URL) that tells a visitor's browser which page to open when the visitor clicks the text or image containing the link.

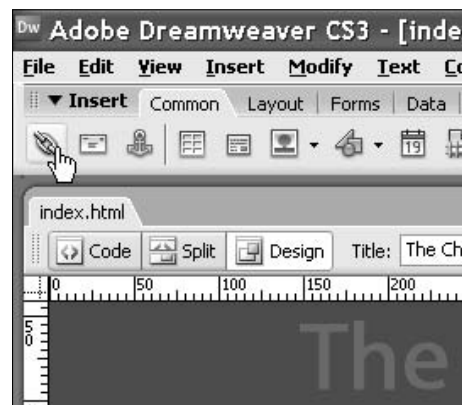
If the page you want to link to is within your Web site, you can create a *relative* link, which includes a path describing how to get from the current page to the linked page. A relative link doesn't need to include the domain name of the site — just the instructions for a browser to move from one page within your site to another. (If you want to link to a page outside your site, see the next section, “Linking to Another Web Site.”)

When you link from one page to another page in your Web site, the most important thing to remember is to save your pages in your site's root folder (as described in “Defining a Web Site in Dreamweaver,” earlier in this chapter) before you start setting links. Here's how to create a link from one page to another within a Web site:



1. In Dreamweaver, open the page where you want to create a link. Select the text or image that you want to serve as the link (the text or image that a user clicks to trigger the link). Click and drag to highlight text, or click once to select an image. In this example, I selected the text *Chocolate Contest*, and I want to link it to a page named *winners.html* located in a folder named *Contest*. Note that all these files and folders are located inside the same local root folder.

2. Click the Link icon on the Common Insert bar, at the top of the workspace. Alternatively, you can set a link by using the Link field in the Property inspector: Click the Browser button (which looks like a yellow file folder). If you choose this option, you skip the Hyperlink dialog box shown in Step 4 and simply select the page you want to link to from the Select File dialog box.



## Why so many fonts?

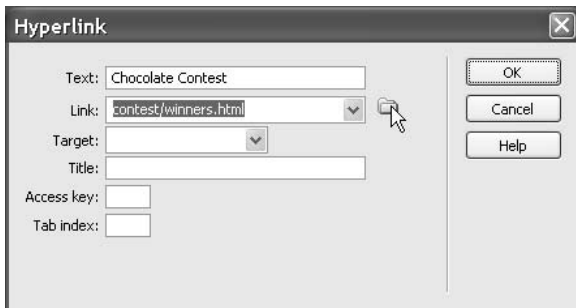
Although you can specify any font you want for text on your Web pages, you don't have complete control over how the font appears on a visitor's computer. That's because the font you apply is displayed properly only if visitors have the same font on their hard drives. To help ensure that your text appears as you intend, Dreamweaver offers collections of common fonts, grouped together in families.

The browser displays the formatted text in the first font available in the font list. For example, if you choose the font collection that starts with Georgia and a visitor doesn't have Georgia, the text is displayed in Times New Roman (The second font in the list); if

the visitor's browser doesn't have that font either, the text is displayed in Times; and so on.

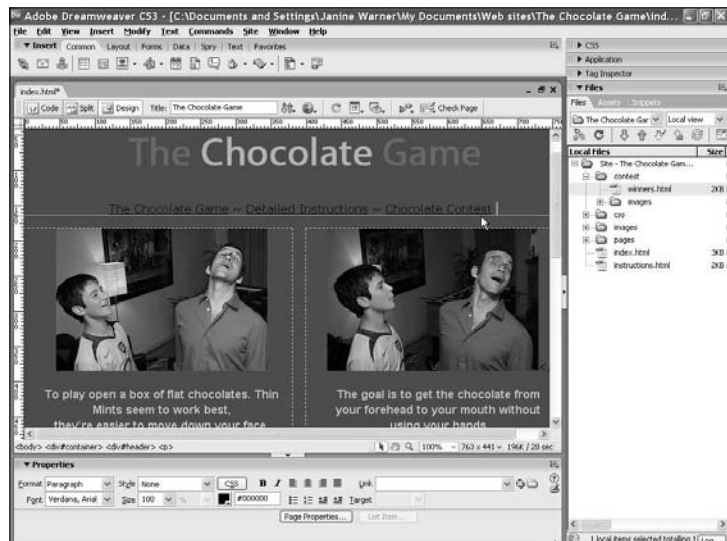
You can create your own font collections by selecting the Edit Font List option from the bottom of the Font field in the Property inspector and using the Edit Font List dialog box.

The only way to ensure that text appears in the font you want is to display the text as a graphic. That's not a bad option for special text, such as banners or logos, but it's usually not a good option for all your text because graphics take longer to download than text and are harder to update later.



- In the Hyperlink dialog box, click the Browse icon (which looks like a yellow file folder) to the right of the Link field, and in the Select File dialog box, navigate on your hard drive to the page you want to link your image or text to. Click to select the filename of the page, and then click OK (in Windows) or Choose (on the Mac).

- The link is automatically set, and the dialog box closes. If you create a link by using text, as I do in this example, the text changes to reflect the style for a link. By default, active links appear underlined and in dark blue. To test your links, you have to view your page in a browser, a process covered in the section "Previewing Your Page in a Browser," later in this chapter.



## Linking to Another Web Site

### Stuff You Need to Know

#### Toolbox:

- ✓ Dreamweaver CS3
- ✓ A Web site with a root folder defined in Dreamweaver
- ✓ The address of the page to which you want to link



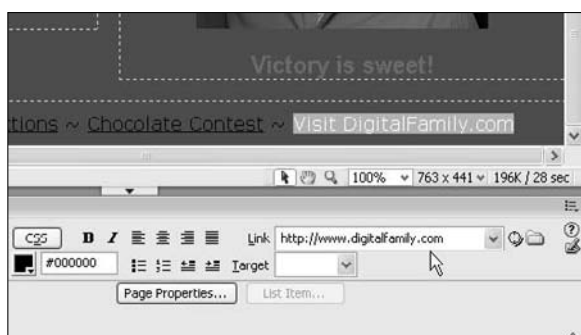
#### Time needed:

Less than an hour

Linking to a page on another Web site — called an *external link* — is even easier than linking to an internal link. All you need is the URL of the page to which you want to link, and you're most of the way there.

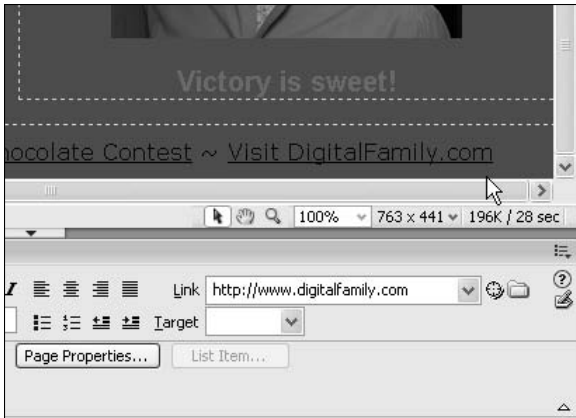
To create an external link, follow these steps:

1. In Dreamweaver, open the page from which you want to link and click to select an image, or click and drag to highlight the text that you want to act as a link. In this example, I selected the text `Visit DigitalFamily.com`, at the bottom of the page.



2. In the Link text box in the Property inspector, type the URL of the page you want your text or image to link to, and then press Enter (in Windows) or Return (on the Mac). You can also copy and paste a URL from the address bar in a Web browser, which is an excellent way to ensure that you don't enter the address incorrectly.





3. The link is set automatically, and the text changes to indicate that it's an active link. To test a link to another Web site, you must view your page in a browser and be connected to the Internet. For instructions, see "Previewing Your Page in Multiple Browsers," in Chapter 9.



Although you don't have to type `http://` or even `www.` at the beginning of a Web site address to get to a site in most browsers, you must always use the full URL, including the `http://` part, when you create an external link in HTML. Otherwise, the browser can't find the correct external site address, and the visitor will probably end up on an error page.

## *Adding paragraphs and line breaks*

When you create page designs for the Web, you must work within many limitations that might be confusing at first, even if they serve a purpose. How you create paragraph and line breaks is a good example.

If you're working in Design view in Dreamweaver and press the Enter key (in Windows) or the Return key (on the Mac), Dreamweaver inserts a `<p>` (Paragraph) tag in the code, which creates a line break followed by a blank line. If you want a line break without the extra blank line, hold down the Shift key and press Enter or Return; Dreamweaver inserts the `<br />` tag into the code, to create a single line break.

If you want to add a lot of space, you can press Enter or Return multiple times, and

Dreamweaver inserts `<p>&nbsp;   </p>`. These Open and Close paragraph tags have a nonbreaking space in the middle.

You can also add space to a page by using margins or padding settings in CSS styles. You find instructions for working with these style options in the section "Creating New Pages in Dreamweaver," earlier in this chapter.

Note that you can add as much space as you like to HTML code without changing the page design. If you're working in Code view in Dreamweaver, you can add space within the code by pressing the Enter or Return keys, without affecting the way the page appears in a Web browser.

## Setting a Link to an E-Mail Address

### Stuff You Need to Know

#### Toolbox:

- ✓ Dreamweaver CS3
- ✓ A Web site with a root folder defined in Dreamweaver
- ✓ An e-mail address



**Time needed:**  
Less than an hour

Another common link option directs site visitors to an e-mail address. Visitors can send you messages easily with e-mail links. I always recommend that you invite visitors to contact you because they can point out mistakes in your site and give you valuable feedback about how you can further develop your site. Adding contact information also lends credibility to a Web site because it shows that you're accessible and open to being contacted.

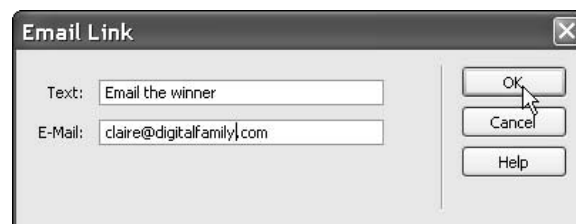
Setting a link to an e-mail address is just as easy as setting a link to another Web page. All you need to know is the e-mail address you want to link to and which text or image you want to use when you set the link.

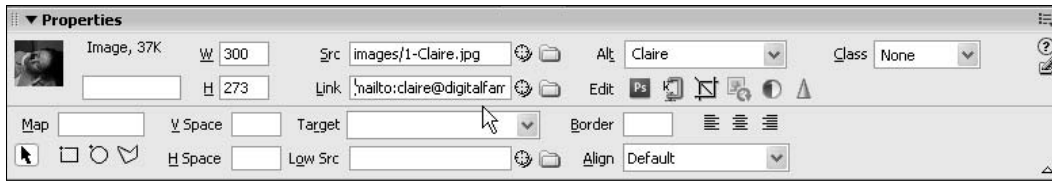
1. To create an e-mail link, select the text that you want to link.



2. With the text or image selected, click the Email Link icon on the Common Insert bar.

3. In the Email Link dialog box, enter the e-mail address in the Link field and click OK. The dialog box closes and the text automatically changes to the style for an active link.





4. **Note:** The Email Link dialog box works only with text. If you want to use an image as an e-mail link, you must select the image and then enter the e-mail address, preceded by `mailto:` in the Link field in the Property inspector. In this example, the image is selected, and the e-mail link has been created by entering `mailto:claire@digitalfamily.com`.



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When visitors to your Web site click an e-mail link, the visitor's computer system automatically launches the default e-mail program and creates a blank e-mail message to the specified e-mail address. This is a cool trick, but it can be disconcerting to users who don't expect it to happen, and it doesn't work if they don't have an e-mail program on their computer. That's why I always try to let users know when I use an e-mail link. For example, rather than just link the words *Contact Janine*, I link the words *Email Janine*. Even better, I often link the actual e-mail address.



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When you create an e-mail link on a Web page to be displayed on the public Internet, you open yourself to spammers, some of whom use automated programs to "lift" e-mail addresses off Web pages. That's why many sites don't include e-mail links, but instead use text such as "Send e-mail to Janine at jcwerner dot-com." You can also use a form to get around this potential problem. By setting up a form with a script that delivers the form's contents to an e-mail address, you can shield your e-mail address from spammers while still making it easy for visitors to your site to send comments. A relatively new alternative is offered by the Web site [AddressMunger.com](http://AddressMunger.com), which you can use to create a special script that shields your e-mail address from spammers. You can find more information in Chapter 14 about [AddressMunger.com](http://AddressMunger.com) and other services that you can use to enhance your Web site.

## Changing Page-Wide Settings with Page Properties

### Stuff You Need to Know

#### Toolbox:

- ✓ Dreamweaver CS3
- ✓ A Web site with a root folder defined in Dreamweaver



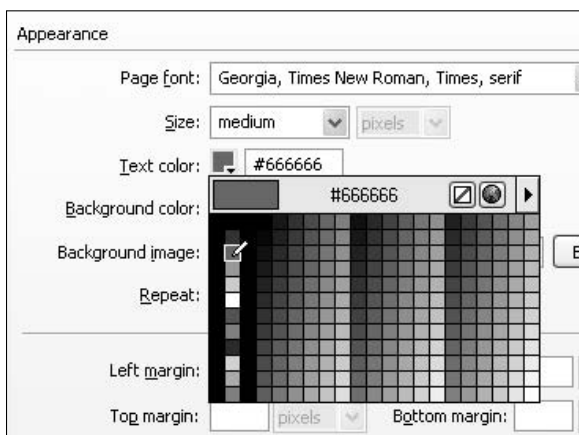
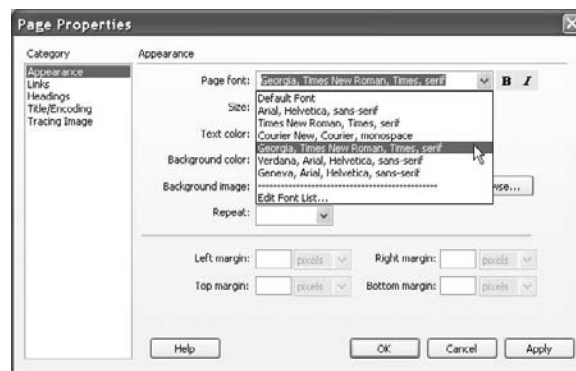
**Time needed:**  
Less than an hour

You can change many individual elements on a page in the Property inspector, but if you want to make changes that affect the entire page, such as changing the background color of the entire page or changing the way links and text are formatted, you can use the Page Properties dialog box.

Although you can apply global settings, such as text size and color, in the Page Properties dialog box, you can override those settings with other formatting options in specific instances. For example, you can set all text to the Helvetica font in the page properties and then change the font for an individual headline to Verdana by using the Font field in the Property inspector.

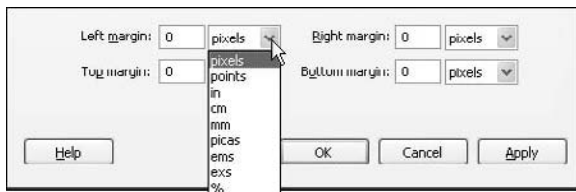
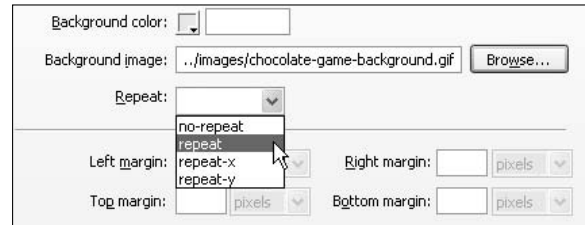
To change the font settings, background and text colors, and link colors for an entire page, follow these steps:

1. Choose **Modify** → **Page Properties** or click the **Page Properties** button in the Property inspector to open the Page Properties dialog box. Select the **Appearance** category, click the **Page Font** drop-down list, and choose the font collection you want to serve as the main font for the text on your page. (See the earlier sidebar “Why so many fonts?” to find out more about font collections.)



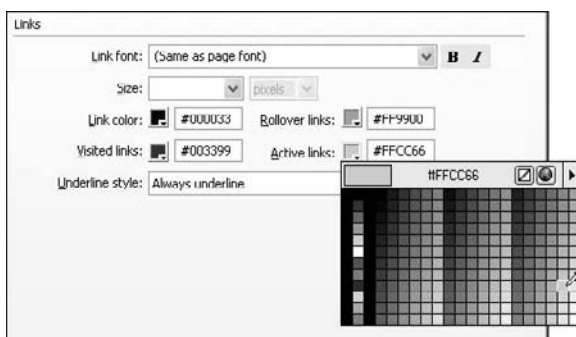
2. In the **Size** drop-down list, specify the font size you want for the text on your page. (In this example, I selected **Medium**.) Click the **Text Color** swatch box to reveal the color palette. Choose any color you want for the text color on the page. The color you select fills the color swatch box but doesn't change the text color on the page until you click **Apply** or **OK**.

- Click the Background Color swatch box and choose a color if you want to fill the background of the page with a solid color. To insert a graphic into the background of your page, click the Browse button next to the Background image box, and in the Select Image Source dialog box, select an image. A background image automatically repeats (or *tiles*) across and down the page unless you choose no-repeat.



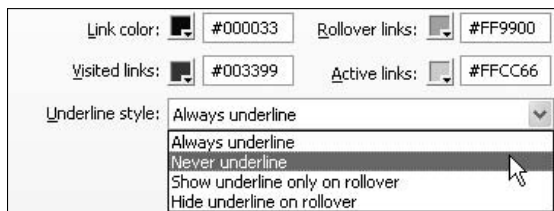
- Use the margin options at the bottom of the dialog box to change the left, right, top, or bottom margins of your page. Entering 0 in all four of these fields creates designs whose edges begin flush with the edge of a browser.

- To alter the display of links on a page, first select the Links category from the left side of the Page Properties dialog box. Specify the font face and size you want for the links on your page. If you don't specify a font, links appear in the same font and size that are specified for the text in your document.



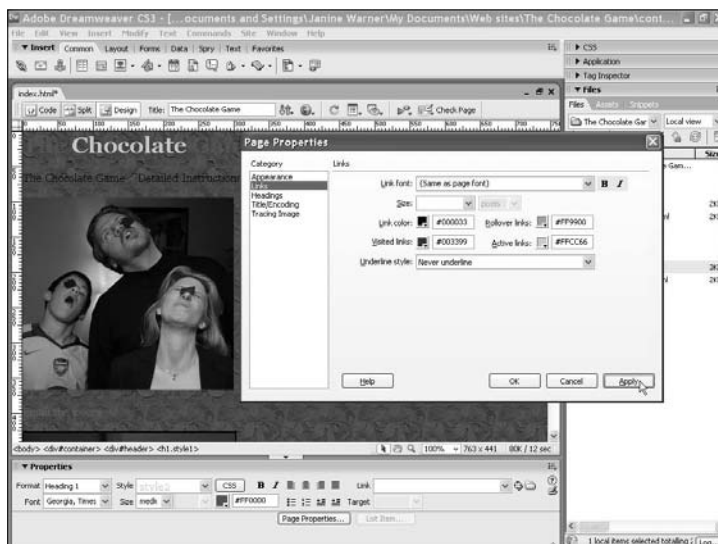
- Specify a color for any link option (or all link options) by clicking the color well and selecting a color for each of the link states separately. The color you select is applied to links on your page based on the link state. All four link states can be displayed in the same or different colors:

- **Link Color:** The color in which a link appears when it's first displayed on a page
- **Visited Links:** The color of links that a visitor has already clicked, or visited
- **Rollover Links:** The link color when a user rolls the cursor over the link (also known as *hovering*)
- **Active Links:** The link color when a user is actively clicking it



7. In the Underline Style drop-down list, specify whether you want links underlined. By default, all links on a Web page appear underlined in a browser, but many designers find the underline distracting and prefer to turn it off by selecting Never Underline. You can also choose Show Underline Only on Rollover to make the underline appear when a user moves a cursor over a link. Hide Underline on Rollover causes the underline to disappear when a user moves a cursor over a link.

8. As you alter the different settings, you can click the Apply button to see how the changes appear on your page. After you specify all the settings, click OK to finish and close the Page Properties dialog box.



Although you can set the link styles to better suit the design of your site, it's good practice to use the same link styles throughout your site, to save your visitors the confusion of having to identify multiple styles as links.



When you change the background, text, or link colors, make sure that the colors look good together and that your text is still readable. As a general rule, light text is best displayed on a dark background, and dark text is best displayed on a light background.

## Adding Meta Tags for Search Engines

### Stuff You Need to Know

#### Toolbox:

- ✓ Dreamweaver CS3
- ✓ A Web site with a root folder defined in Dreamweaver



#### Time needed:

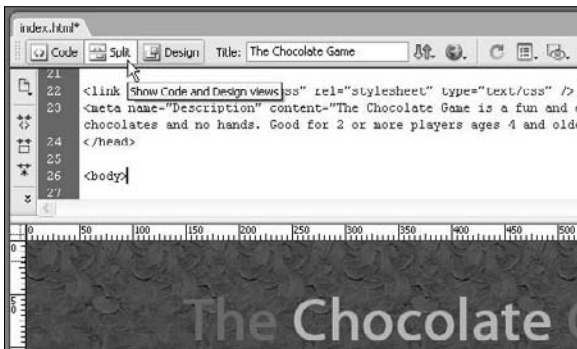
Less than an hour

Some search engines read Meta tags for keywords and descriptions. The first enables site designers to specify a list of keywords that match the content on their Web sites when someone types the same keywords into a search engine. Unfortunately, Meta keywords have been so abused by Web designers attempting to mislead visitors about the true content of their Web pages that most search engines ignore the Meta keyword tag. Some search engines continue to recognize Meta keywords, however, and it shouldn't hurt your ranking with search engines if you use this type of Meta tag.

The Meta description tag is designed to let you include a written description of your Web site, and it often serves as the brief description that appears in search results pages, so it's definitely worth including in your pages.

Follow these steps to fill in the Meta description tag:

1. Open the page where you want to add a Meta description. You can use Meta descriptions on any page, or all pages, on your Web site. Choose **Insert**⇨**HTML**⇨**Head Tags**⇨**Description**. In the **Description** text box, enter the text you want for your page description. (Don't add any HTML code in this box.) When you click **OK**, the Meta description is automatically added to the HTML code behind the page.



2. To view or edit the Meta description after you create it, choose either the **Split** or **Code** view option, by clicking the corresponding button at the top of the workspace. In this example, I selected **Split** so that both **Code** view and **Design** view are visible. To edit the Meta description, locate it in the HTML code, and then you can delete, change, or add text as you would do in **Design** view. The description text you enter is inserted into the **Head** area at the top of the page in the HTML code. Meta content doesn't appear in the **body** of the page.

If you want to add keywords, repeat Steps 1 and 2 and choose **Insert**⇨**HTML**⇨**Head Tags**⇨**Keywords** in Step 1.

## Chapter 6

# Creating a Profile or Portfolio Site

### Tasks Performed in This Chapter

- ✓ Designing a winning online profile
- ✓ Creating a multipage portfolio site
- ✓ Customizing the portfolio banner graphic
- ✓ Customizing the portfolio home page
- ✓ Adding new template pages

**I**ntroduce yourself to the world with a profile or portfolio site. A Web site about yourself is a powerful tool that can help you land your dream job, attract high-profile clients, or even reconnect with long-lost friends and family.

Perhaps the biggest challenge to creating a profile or portfolio site is determining the best way to summarize your life experience, talents, and body of work:

- ✓ If you're an artist, you can photograph your paintings or sculptures to create a visual portfolio of your work to display online.
- ✓ If you're a consultant, you can develop a collection of case studies describing your success with previous clients or featuring your best designs.
- ✓ If you're a writer, you can include a collection of published articles or showcase writing that hasn't been published anywhere else — after all, a Web site enables you to become your own publisher.

No matter what you do, you probably want to create a biography about yourself. Whether your bio is serious or silly, trying to sum up your own life in a few paragraphs is likely to be one of the most challenging things you will ever write (which is why I include a few tips for writing a great biography in the sidebar “Telling your own tale”).

In this chapter, you also discover the basics of bringing your ideas to life on the Web. Working in Dreamweaver, you can start with the templates that come with this book and find out how to transform the templates into your own creations.

## *Starting with Profile or Portfolio Templates*

The instructions in this chapter are designed to be used with the templates and images provided on the Web site for this book ([www.DigitalFamily.com/diy](http://www.DigitalFamily.com/diy)). You can choose a profile template or a portfolio template, depending on the type of site you want to create. To download a template, just check the Web site for the chapter number and template name listed in the Toolbox and then follow the simple instructions on the site to download the files. The step-by-step instructions in this chapter explain how to personalize the templates; add and edit images; and change colors, fonts, and other style options.



If you're new to working with Dreamweaver, you might want to read Chapter 5 to become familiar with the basics of working with Dreamweaver before you dive into creating a site with a template.

## Introducing the profile template

If you want to showcase your personal or professional experience, the profile template is designed to make it easy to create a simple Web site that features your work or hobbies. The first task in this chapter is the simplest of the template designs in this book. It features one page that's designed to showcase a biography, testimonials, and samples of your work or interests.

As you work through the steps in the first task, remember that you can alter the template a little (by simply adding your own text and images) or alter the design a lot by changing the colors, font options, and other style settings, to make the design more your own.

If you want to create a profile site with multiple pages, you can save copies of the page design and create links to as many pages as you need. If you know that you want to create a site with multiple sections, you may want to use the portfolio site template featured in the second half of this chapter because it includes multiple page designs that are already linked. (See the next section for an introduction to the portfolio template.)

Figure 6-1 shows an example of a design created using the profile template featured later, in the section “Designing a Winning Online Profile.” The profile template features a banner graphic created in Photoshop Elements. You find instructions for editing the banner graphic in the section “Customizing the Portfolio Banner Graphic.”



**Figure 6-1:** You can create a profile site, like the one shown in this figure, by editing the profile template featured in this chapter.

## Creating a multipage portfolio site

If you're an artist, a photographer, a graphic designer, or another creative professional, the portfolio site is for you! This template is designed to showcase a portfolio with an image gallery, and thus includes five main pages: one for the front page, shown in Figure 6-2; a second for an about page, which can also be used for a biography; and finally, one (three total) for each of the three galleries. The links among the main pages have already been created in the template files, making it easy to develop your own multipage site, like the one shown in Figure 6-2.



**Figure 6-2:** The Portfolio template is designed to showcase three galleries of images, such as the nature photography shown here.



If you're a photographer with hundreds or thousands of photos that you want to share online, you might be better served by one of the many photo-sharing sites on the Web, such as Flickr.com, or a professional photography site like Creative Photo Solutions at [www.ifp3.com](http://www.ifp3.com). You find a list of photo sites in the nearby sidebar "Many ways to share your photos."

Because the portfolio site is more complex than the profile site featured in the first part of this chapter, you find three separate tasks designed to help you fully customize this site:

- ✓ The first task, in the section "Customizing the Portfolio Banner Graphic," shows you how to edit the *banner graphic*, the image that appears at the top of this page design, using Photoshop Elements. You can edit the graphics included with the template files in any image editor that supports Layers, including Adobe Photoshop CS3 or Photoshop Elements. (**Note:** If you prefer to use text for the banner, you can simply delete the placeholder graphic at the top of the page and enter text in its place.)
- ✓ The second task, in the section "Customizing the Portfolio Home Page," shows you how to use Dreamweaver to replace the text and images in these templates and how to make basic color and style changes.

## *Many ways to share your photos*

You can find many excellent photo-sharing Web sites on the Internet, including the ones highlighted in this list:

**IFP3 Creative Photo Solutions:** If you're a professional photographer and want to create a Web site where you can sell photos online, consider a site like [www.ifp3.com](http://www.ifp3.com), designed to make it easy to upload and display photos as well as manage online sales.

**Flickr:** Flickr ([www.flickr.com](http://www.flickr.com)) is one of the most sophisticated online photo sites, offering a wide range of services, including the ability to manage lots and lots of pictures in multiple personal albums. You also get more advanced options for adding captions and other text to your online album.

If you blog, you might appreciate the Flickr features that make it easy to add photos to a blog or online journal. You can even search through photos from other Flickr users and add their photos to your albums. (Sharing is optional: You can keep your albums private or make any or all of your images viewable by anyone who uses the site.)

**Photobucket:** You can not only manage large numbers of photos at Photobucket ([www.photobucket.com](http://www.photobucket.com)) but also upload and share video. One feature that makes this site extremely popular is the ease with which you can add photos and videos that are hosted at Photobucket to your blog or your profile on sites like MySpace and Facebook.

**Kodak EasyShare Gallery:** The Kodak Gallery site ([www.kodakgallery.com](http://www.kodakgallery.com)) is easy to use. You can upload photos you take using any digital camera, phone, or film; share your photos with friends, family, or

whomever; and print your favorite pictures and shop for photo keepsakes and gifts, such as magnets, mugs, and coasters. Folks who look at your photos can sign a guest-book so that you know they've been there.

**.Mac:** If you use an Apple Macintosh computer, you won't find an easier way to share photos than iPhoto and .Mac ([www.apple.com/dotmac/](http://www.apple.com/dotmac/)). With iPhoto6, you can create photocasts to share any photo album with friends and family. When you use this free service, your photos are automatically uploaded to .Mac, and your friends and family receive an e-mail message with a special link. When they click the link, they automatically receive your photocast. Best of all, when you update your photos, your friends and family receive updates automatically.

**Shutterfly.com:** Similar to Kodak Easy Share Gallery, Shutterfly ([www.shutterfly.com](http://www.shutterfly.com)) makes it easy to post and share photos for free, offers simple photo-editing tools, and sells printing services you can use to create a variety of gift items and prints, including poster-size enlargements. Shutterfly has an intuitive interface, and you can use its specialized printing options to turn your pictures into greeting cards, bound photo albums, personalized calendars, coffee mugs, T-shirts, and tote bags that you can send directly to your friends and family.

**Snapfish:** Snapfish ([www.snapfish.com](http://www.snapfish.com)) offers the same types of services as the others, including editing tools, photo gifts (such as photo mugs and T-shirts), and online photo sharing.

- ✓ The third task, in the section “Creating New Pages from a Dynamic Web Template,” covers how to create new pages from Dynamic Web Templates in Dreamweaver, how to set links to new pages, and how to use these templates to make global changes across the pages you create.

To help you get started and to make it easy for you to build a complete site quickly, I created two template pages for your portfolio site — one for the gallery pages and another for the front page design. You can use these templates to generate as many pages as you like for the site. Because these templates use Dreamweaver's Dynamic Web Template features, however, you will find some restrictions on what can be altered in pages generated from the templates, because some areas of the templates are locked, a feature that makes it possible to make global changes across all pages created from a template. You find detailed instructions on how to work with templates and locked regions in the tasks that follow.

To help you get started with this site and to ensure that the links on the navigation bars work properly, I created pages for each of the main sections from the templates. You can use any or all of these pages to create your own site, and you can easily add pages from the templates. These are the pages you find in the site:

- ✓ `index.html` is the front page.
- ✓ `about.html` is for your biography or other general information.
- ✓ `gallery1.html` is for the first page of the first gallery.
- ✓ `gallery2.html` is for the first page of the second gallery.
- ✓ `gallery3.html` is for the first page of the third gallery.



Naming your files so that they correspond to their contents, as I have here, makes it easier to identify the pages later when you want to edit them.

## Designing a Winning Online Profile

### Stuff You Need to Know

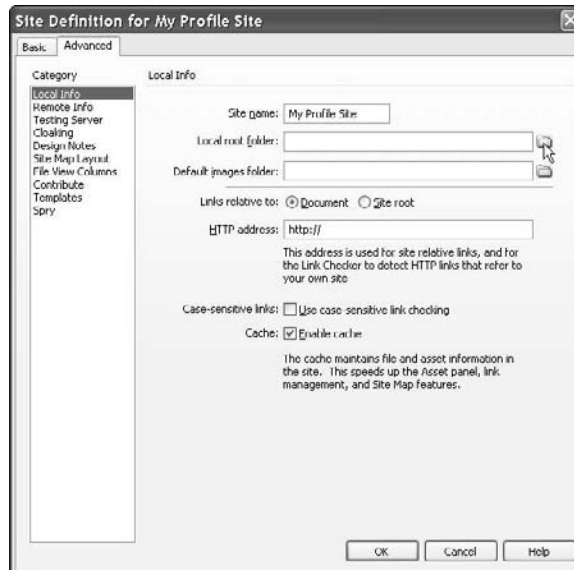
#### Toolbox:

- ✓ Adobe Dreamweaver
- ✓ The Profile Template (from DigitalFamily.com/diy)
- ✓ Your own text and images, to personalize the template

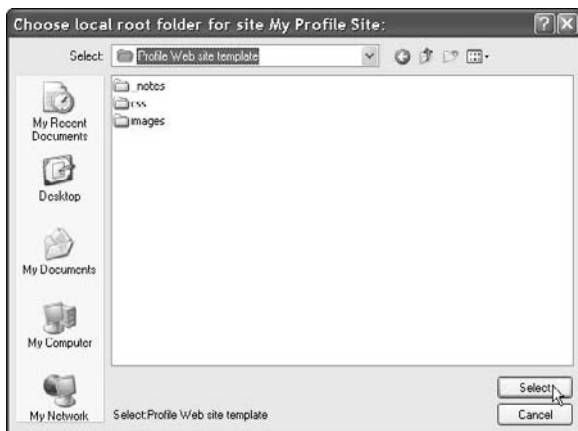


**Time needed:**  
About half a day

To create a profile site, download the profile template from the DigitalFamily.com/diy Web site (see the Introduction for details) and follow these steps.



1. In Dreamweaver, choose Site⇒New Site. In the Site Definition dialog box, click the Advanced tab. In the Site Name text box, type a name for your site. In this example, I entered My Profile Site.



2. Click the Browse icon next to the Local Root Folder text box and locate the folder on your hard drive that contains the profile template files you downloaded from DigitalFamily.com/diy. (**Note:** You can rename the folder, if you like.) Then click the Browse icon next to the Default Images Folder field and select the Images folder in the profile template site. Leave the rest of the options in this dialog box alone for now, and click OK to close the Site Definition dialog box and save your settings. If you haven't selected the Enable Cache check box, a message box appears, asking whether you want to create a cache for the site. Click Yes to speed up some of the Dreamweaver display features.

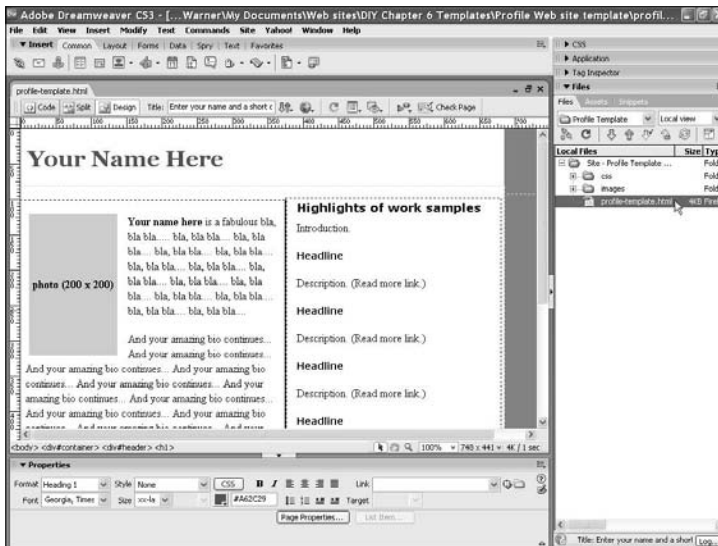
## *Telling your own tale*

Writing your own biography may seem like an easy task. After all, you're arguably the best expert in the world on the topic of you. But if you sit down to write your own story and find that the words don't come easily, rest assured that you're not alone. Summing up your life in a few words or paragraphs can make the most-experienced writers want to procrastinate with a run to the fridge for a little snack or the inexplicable impulse to organize a desk or closet.

To help you get started, here are a few suggestions for writing your own biography.

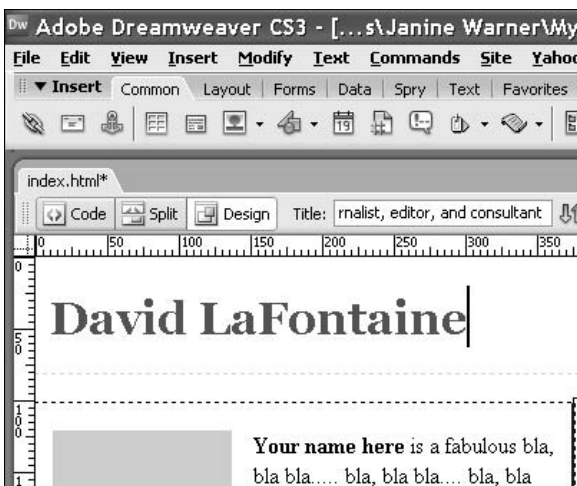
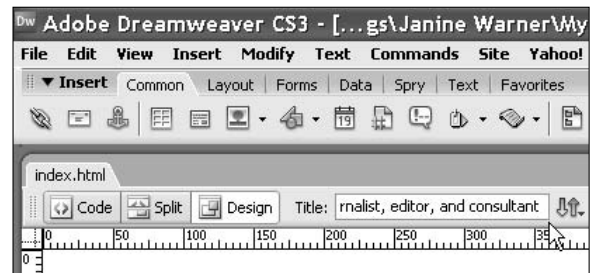
- ✔ Brainstorm a list of all accomplishments or key points you want to include without worrying about writing them well or putting them in order. Then check each one off the list as you work it into your written biography.
  - ✔ Ask friends or colleagues how they describe you and what they consider your best skills, and then use their ideas in your biography. This strategy is also a good way to get testimonials for your Web site.
  - ✔ Decide whether you want to create a professional biography or a personal one. Then set the tone based on that decision. Consider your goals. When visitors to your Web site read your bio, do you want them to take you seriously, or do you want them to appreciate your creative vision? Do you want to focus on achievements or use humor to bring out your personality? Chapter 1 discusses in more detail how to plan goals for a site.
- ✔ Professional biographies are often written in the third person ("she" rather than "you" or "I") and in a more-formal style. If you're writing a professional biography, imagine that an emcee will use it to introduce you before you give a speech to an audience of people who have never met you.
  - ✔ Personal biographies can be much more informal, and are more likely to be written in the first person ("I" rather than "he" or "you"). In this case, you might imagine that you're writing to a new pen pal and introducing yourself for the first time.
  - ✔ Remember that you can combine these two approaches, using the first person with a more formal style, for example, or using the third person with a sprinkle of humor and silliness.
  - ✔ Start your biography with your most-important accomplishment, a short list of skills or titles, or a brief anecdote that captures something important about who you are. Your goal is to give readers a good sense of who you are or what you do even if they read only the first sentence or two.

When you're finished, make sure to have someone you trust review your biography to make sure it reads well and covers the most-important points before you add it to your Web site.



3. When you complete the site setup process, the files and folders in the profile template are displayed in the Files panel in Dreamweaver, to the side of the workspace. Double-click on the profile-template.html file to open the profile page design in Dreamweaver. (For more detailed instructions on the site set-up process, see Chapter 5.)

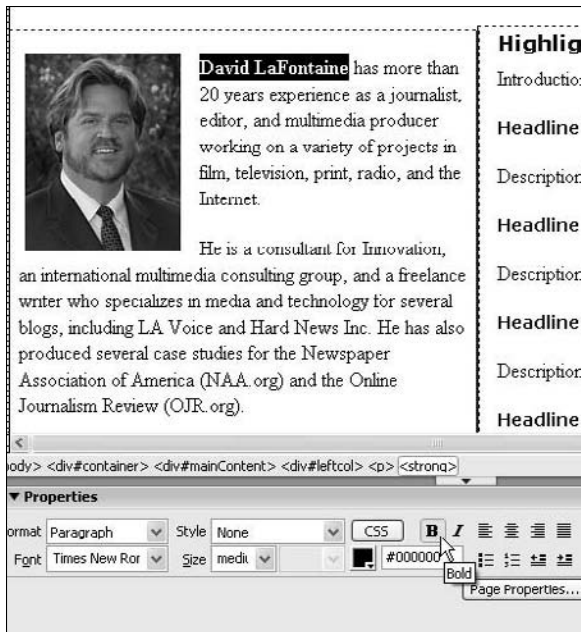
4. Choose File→Save As and name the page index.html. (See the sidebar “Creating new pages in a profile site” for details on why the main file of a site should be named index.) Then change the page title by replacing the text in the Title field, at the top of the Dreamweaver workspace, with your name and a brief title or description to identify your profile page. (**Note:** The page title isn’t displayed in the body of the page; this is the text that appears on the title bar at the top of the browser window.)



5. At the top of the page, click and drag to select the text Your name here and replace it by typing your own name or any other text you want to appear at the top of the page. In this example, I changed the text to David LaFontaine.

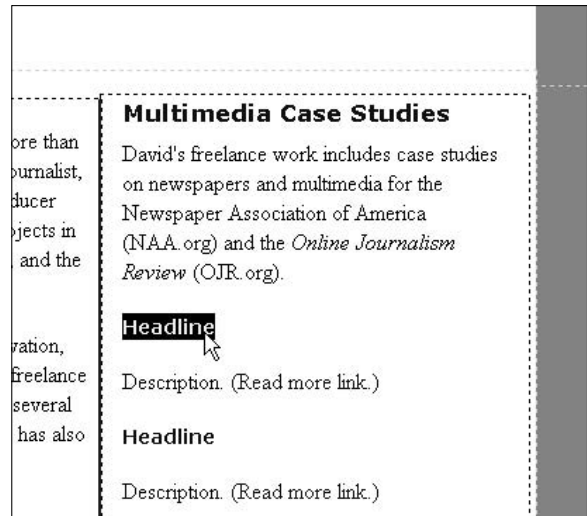






10. Continue replacing text and other elements on the page, such as the work samples section. To replace the text in a headline, click and drag to select the headline and then type to replace the text. Note that although this design includes formatted text areas for testimonials and work samples, you can easily delete any elements you don't want to use or add sections as necessary.

9. Use the formatting icons in the Property inspector, at the bottom of the work area, to add bold, italic, and other formatting options. To remove bold formatting, simply highlight the bold text and click on Bold button. (Dreamweaver automatically creates CSS styles when you use these features.) You find more details on formatting text and working with styles in Chapter 5.



11. To add images, such as a banner graphic for the top of the page, click to place the cursor where you want to insert the image, and choose Insert > Image. In the Insert Image dialog box, navigate your hard drive to find the image you want to insert. Here's an advanced tip: If you add a graphic in place of the name at the top of the page, as shown here, you may need to delete the H1 formatting to make room for the image. To remove a heading tag, such as H1, click to select the image or text that's being affected by the tag and then choose None from the Format drop-down list in the upper-left corner of the Property inspector.

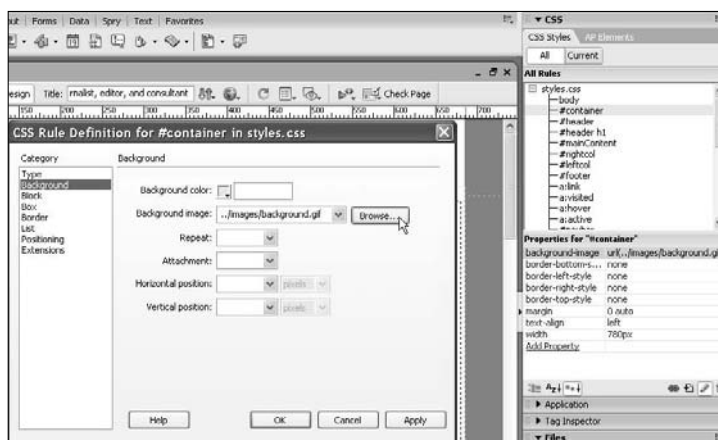
## Creating new pages in a profile site

The main page of any Web site should be named `index.html`. (If you use a Windows server, you may need to change the name to `default.html`.) The rest of the pages can be named anything you like, as long as you don't use spaces or special characters (hyphens (-) and underscores (\_) are okay), and you include the `.html` extension at the end of every page. (Dreamweaver adds the

extension for you automatically when you create and save pages in Dreamweaver.)

You can create new or additional pages for your site from the profile template featured in this chapter by simply choosing **File** → **Save As** and giving the file a new name. (Just be sure that you don't delete the extension.)

- To change the red stripe down the right side of this design, you can remove the background image or replace the image with one that uses a different color. Because this image is inserted using a style, first open the CSS panel by choosing **Window** → **CSS**, and then click the **All** tab at the top of the panel to display the list of styles. Double-click to select the style named `#container`. Select the **Background** Category on the left side of the CSS Rule Definition dialog box, and then select and delete all text in the **Background Image** field to delete it; or, use the **Browse** button to locate another image to replace it with a new image. Click **OK** to close the dialog box and automatically apply any changes to the background.



## Customizing the Portfolio Banner Graphic

### Stuff You Need to Know

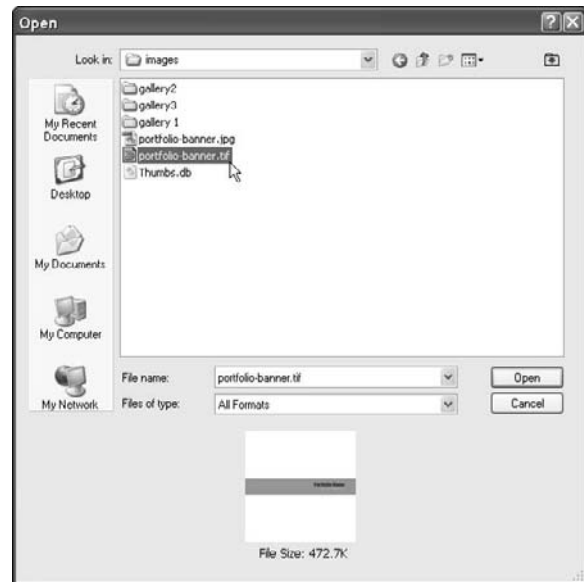
#### Toolbox:

- ✓ Photoshop Elements
- ✓ The banner graphic from the portfolio template (portfolio.zip from DigitalFamily.com/diy)
- ✓ Your own text and images, to personalize the template banner

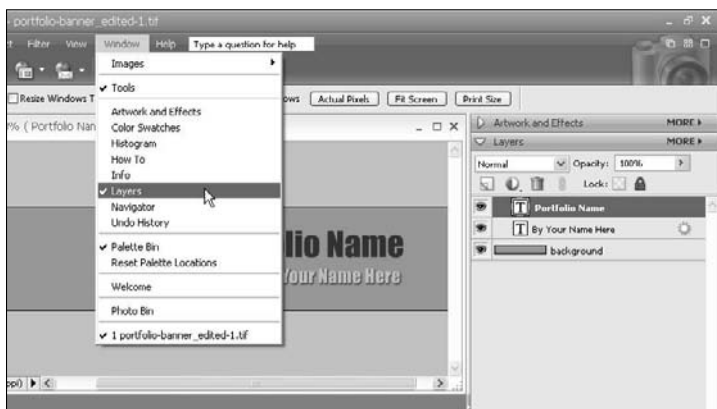


**Time needed:**  
About an hour

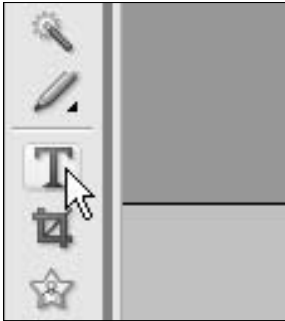
You can edit the banner graphic at the top of this portfolio template to better match the design you want for your Web site. You can edit the graphic in any image editor that supports Layers, including Adobe Photoshop CS3 and Photoshop Elements, which is used in this task. The process is almost exactly the same with either program. This graphic, and others featured in the templates in this book, are designed with Layers to make it easy for you to customize the images, as you see in this task:



1. Launch a graphics program, such as Photoshop Elements (shown here), choose File⇨Open, and open the portfolio-banner.tif template image file. (You find this file in the images folder inside the portfolio template folder that you download from the DigitalFamily.com/diy Web site.)

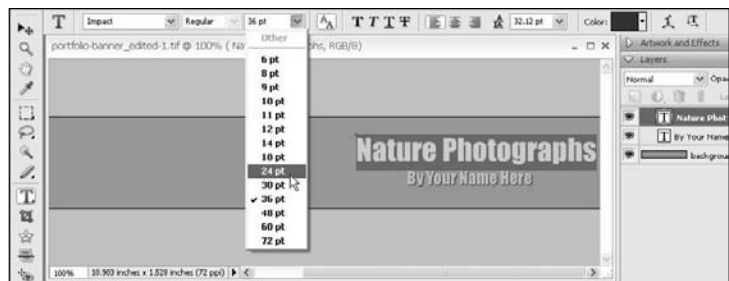


2. Open the Layers palette by choosing Window⇨Layers. The Layers palette displays the three layers in this image: one for the background, one for the text Portfolio Name, and one for the text By Your Name Here. **Note:** Each element in these images is on a separate layer to make it possible to edit the elements separately. For example, you can change the color of the words Portfolio Name without changing the color of the other text or affecting the background color.



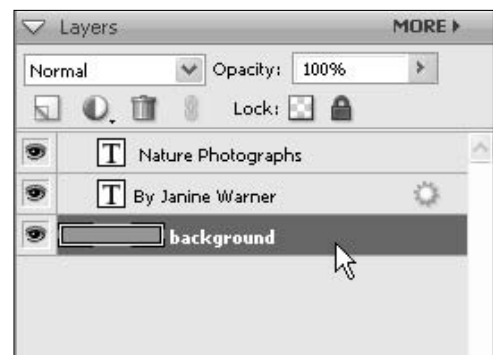
3. To edit the text in any image in Photoshop Elements, first select the Type tool in the Toolbox.

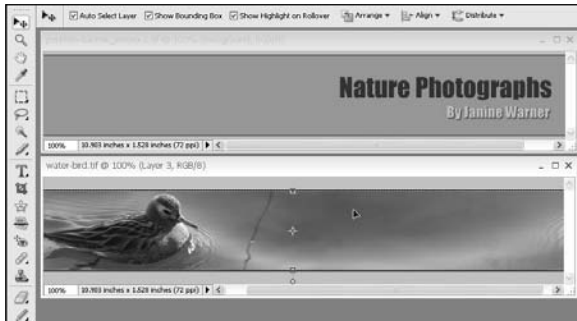
4. With the Type tool active, click and drag to select a section of text and then type to replace the words. Adjust the Type tool settings on the Options bar at the top of the work area to change the color, font face, size, or other options. In this figure, I'm adjusting the font size for the selected text, which I changed to read Nature Photographs.



5. To reposition the text on the banner, click to select the Move tool from the Toolbox. (In Photoshop Elements, the Move tool is represented by the double-headed crossed-arrow icon at the top of the Toolbox.) Then click and drag a section of text to adjust it. Note that if you click and drag a corner, you change the size of the text; if you click in the middle of a text area and drag, you move the text.

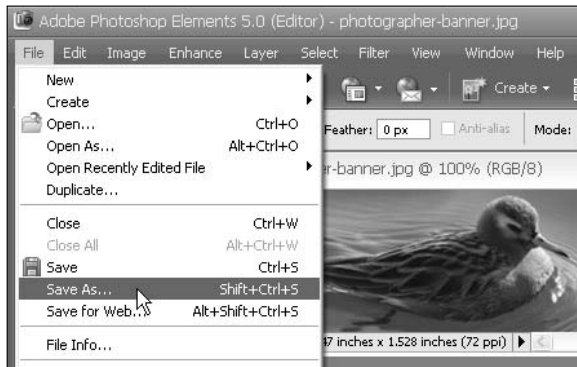
6. To change the background of a layered image like this one, first click to select the Move tool from the toolbox, and then click in the Layers palette on the right side of the screen to select the background layer.





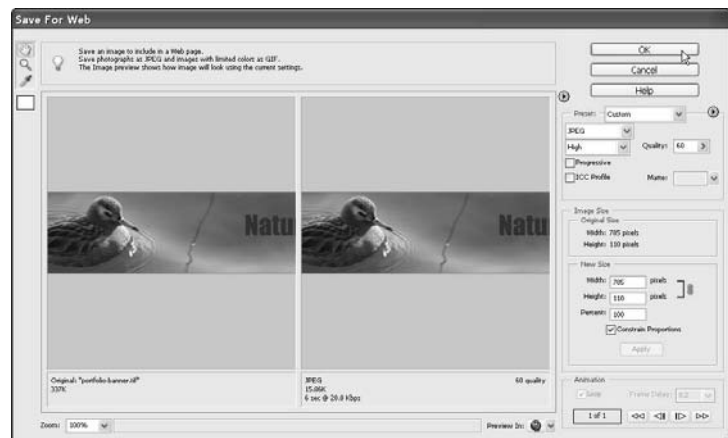
7. To add a photograph as a background layer, you must first open the photograph (while the banner image is still open) by choosing **File**⇨**Open** and selecting the image from your hard drive. (To help you follow along with these steps, you find in the template folder the Zuma birds photo shown here. You're welcome to use this photo in your site, or you can use an image of your own.)

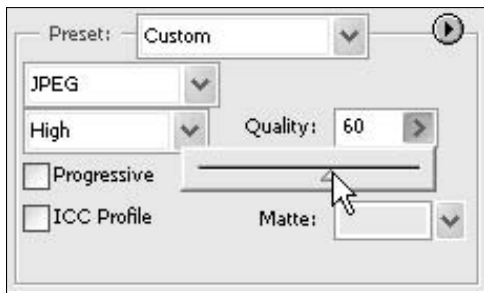
8. Choose **Select**⇨**All** to select the image, and then choose **Edit**⇨**Copy** to copy it. Then click anywhere on the banner image to make it the active image in the workspace, and choose **Edit**⇨**Paste** to insert the photo. The image appears on a new layer. Select the Layer and click and drag to adjust the photograph's placement on the banner.



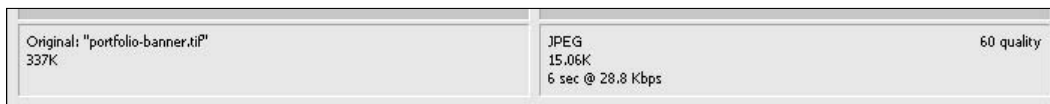
9. After you make these changes to the banner image, it's time to save it. Here's a trick: You save it twice, once with all the layers as a high-resolution image and then as an optimized, low-resolution image for use on the Web (covered in Step 10). To save the layered version, you can simply choose **File**⇨**Save** to replace the template image with your changes, or you can use **File**⇨**Save As** to make a copy. If the TIFF Options dialog box opens, you don't need to make any changes — just press **OK** to save the file with the current settings.

10. To optimize the banner for your Web page, choose **File**⇨**Save For Web**. In the Save for Web dialog box, choose JPEG from the Optimized File Format drop-down list in the upper-right corner. The JPEG format is best for images that use millions of colors, such as photographs. If this banner had a solid background, the GIF or PNG formats would be better options. (You find more details on optimizing images for the Web in Chapter 4.)





- 11.** To reduce the size of a JPEG image, use the slider to alter the Quality setting, or enter a number, up to 100. Compression is measured as a percentage: the lower the number, the higher the compression and the smaller the file size. Note that the preview on the right represents the optimized version; on the left is a preview of the original, for comparison. Choose the Hand tool from the upper-left corner of the dialog box and click and drag to position the most-important elements in the image where you can get a better preview.



- 12.** Alter the compression level until the image uses the greatest amount of compression (represented by the lowest number in the Quality field), without noticeably degrading the appearance of the image. You can see the effect on the file size at the bottom of each of the previews. In this example, the Quality setting was reduced to 60 to achieve a file size of 15.06K, less than a tenth of the original 337K.

- 13.** After you have all the settings the way you want them for your image, click OK. In the Save dialog box, you can give the image a new name or keep the name as it is and save it in the `images` folder. (Yes, it's the same `images` folder that's in the root folder you identified during the site-setup process with the portfolio template files.) Congrats! You're ready to add your personalized banner to your Web pages and start making them your own. See the next section for details.

## Customizing the Portfolio Home Page

### Stuff You Need to Know

#### Toolbox:

- ✓ Adobe Dreamweaver
- ✓ The portfolio template (portfolio.zip from DigitalFamily.com/diy)
- ✓ Your own text and images, to personalize the template banner

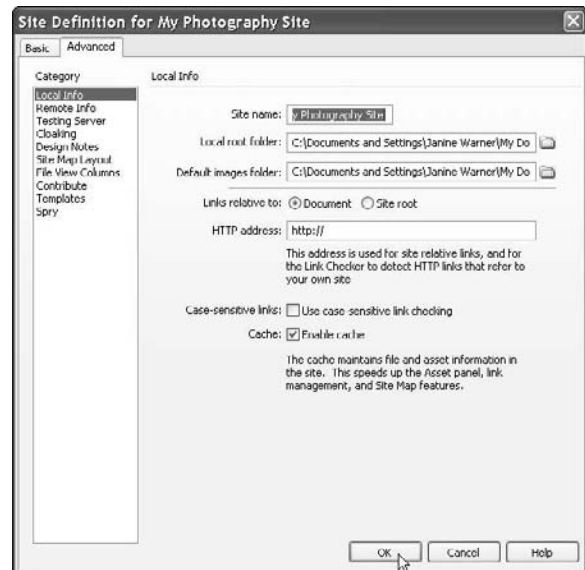


**Time needed:**  
About half a day

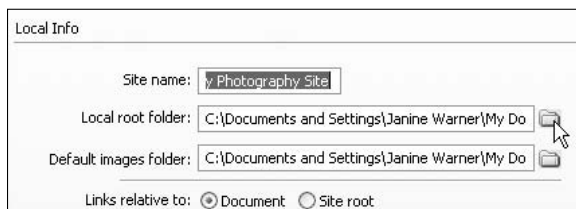
After you edit the image that will appear at the top of your page design, you're ready to start working on the template, by adding your own text and images to make the site your own. Think of this step as the one where you get to add in all the content you've collected (see Chapter 1 for details on collecting content).

The portfolio template created for this chapter is made up of several pages, including two template files that can be used to generate additional pages. The template files are saved in the Templates folder, which is inside the main Portfolio Template folder. These template files are special because they use the Dreamweaver Dynamic Web Template features, which is why they end in .dwt rather than .html, like the other pages in this site. In this task, you find instructions for editing the portfolio template files to add the banner image to all pages in this site, as well as how to edit the front page of the site. To set up your portfolio site in Dreamweaver and edit the home page, follow these steps:

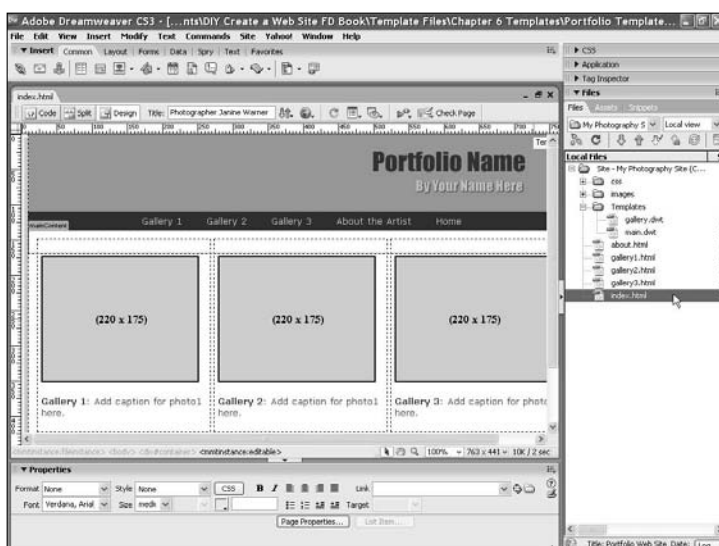
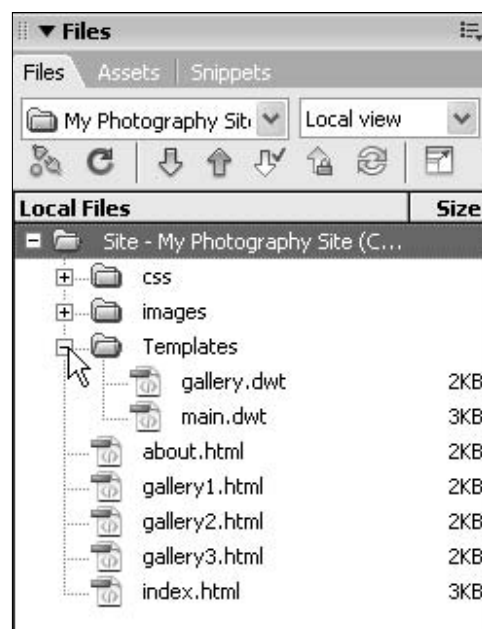
1. In Dreamweaver, choose Site→New Site. In the Site Definition dialog box, click the Advanced tab. In the Site Name text box, type a name for your site. In this example, I entered My Photography Site.



2. Click the Browse icon next to the Local Root Folder text box and locate the folder on your hard drive that contains the portfolio template files you downloaded from DigitalFamily.com/diy. Then click the Browse icon next to the Default Images Folder field and select the Images folder. Leave the rest of the options in this dialog box alone for now, and click OK to close the Site Definition dialog box and save your settings. (For more detailed instructions on the site-setup process, see Chapter 5.)



- After you complete the site-setup process, the files and folders in the template are displayed in the Files panel in Dreamweaver, to the side of the workspace. To open a folder in the Files panel and display its contents, click on the plus (+) sign to the left of the folder. In this figure, you can see that two templates and five HTML pages are in the Templates folder. To edit the front page of this site, double-click on the `index.html` file in the Files panel to open it in the design area.

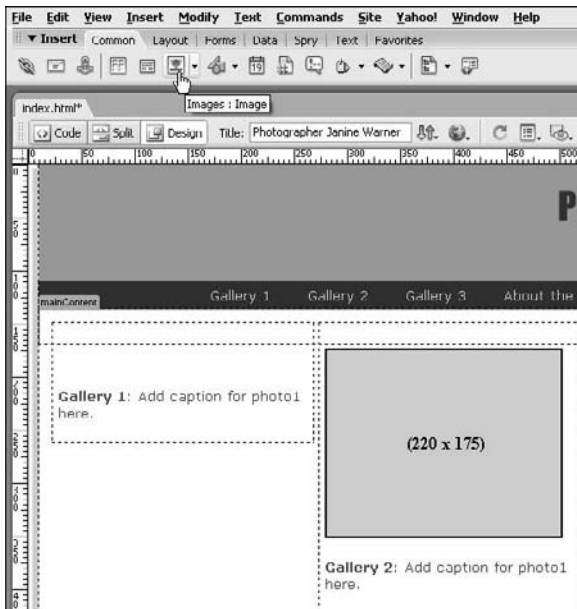


- With `index.html` open, change the page title by replacing the text in the Title field, at the top of the Dreamweaver workspace, with a brief title or description to identify your site. In this example, I changed the title to Photographer Janine Warner. (**Note:** The page title isn't displayed in the body of the page — this is the text that appears at the top of the browser window.)



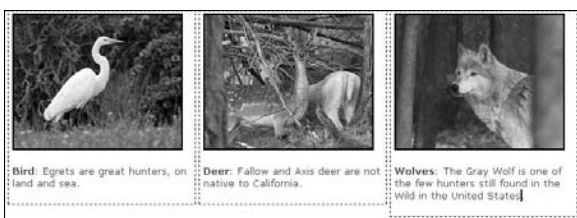
One of the biggest benefits of using Dynamic Web Templates (as you see in the following steps) is that when you make a change to a template file and then save it, that change is automatically applied to all pages in the Web site that were created from the template file. You find instructions for how to create and edit templates like these in Chapter 5.





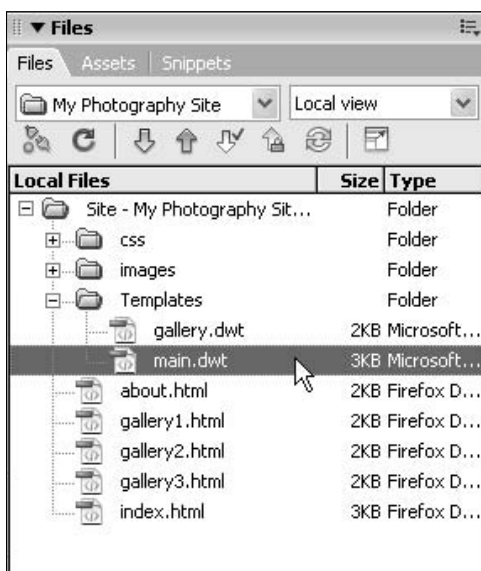
5. You can replace the three images featured in the middle of this page design in a couple of ways. The simplest method is to double-click the first of the three template images and in the Select Image Source dialog box, click to select the image you want to use in its place. (If you use this method, be sure to then click to select the image and in the Property inspector at the bottom of the page, change the text in the Alt field by deleting the words Nature Photo and entering a description of your image.) For the best results, insert images that are no more than 220 pixels wide so that they fit within this design. If you want to use larger images, you need to change the width settings in the corresponding styles, as described in Steps 17 and 18, later in this task.

6. Repeat Step 5 until you have replaced all three images. If you don't want to use images in all three boxes, you can delete any of the image placeholders and enter text in its place. Note that when an image is selected, the options for that image appear in the Property inspector, at the bottom of the workspace.



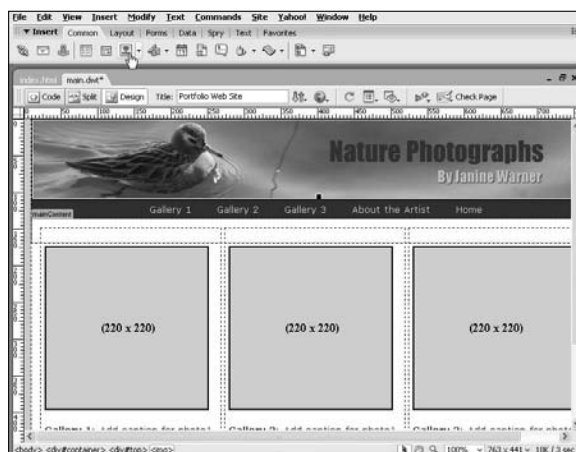
7. To add a caption or other text, click and drag to select the placeholder text and then type to enter your new text. You can add as much text as you like to each box, but be aware that if you don't use the same amount of text in each box, the size of the boxes differ and throw off the balance of the design.

8. If you try to select the banner image at the top of the template design, you may be frustrated that you can't delete it or replace it in this `index.html` file. That's because it's in a locked region of the template file. You can tell the difference between locked and unlocked regions because when you click on anything in a locked region, the cursor changes to a circle with a line through it — the universal symbol for “You can't do that.” Among the many benefits to having locked regions in Dynamic Web Templates is that you can change the contents of a locked region, like this banner image, only by editing the template file itself, which you do in Step 9.

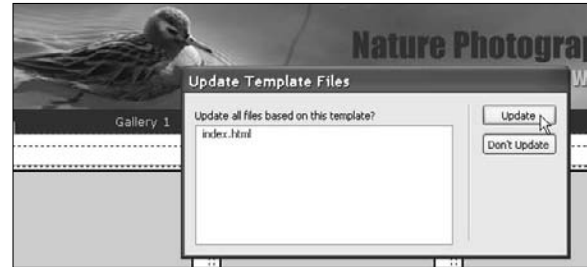


9. To change the banner image at the top of the page, first open the template file named `main.dwt`, which is saved in the Templates folder. You can open a template file like you would open any other page in Dreamweaver, by double-clicking on its name in the Files panel or choosing File⇨Open and selecting the file.

10. Double-click the banner image and then use the Select Image dialog box to select the image you want to use in its place. In this case, I replaced the placeholder image with the template banner that I customized in the previous task. (Remember that if you use this technique to replace the image, you should click to select the image after it's inserted and then enter a text description of the image in the Alt field in the Property inspector.)

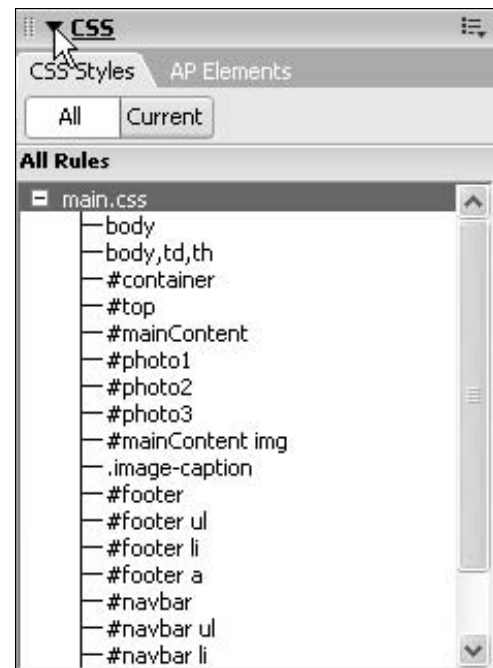


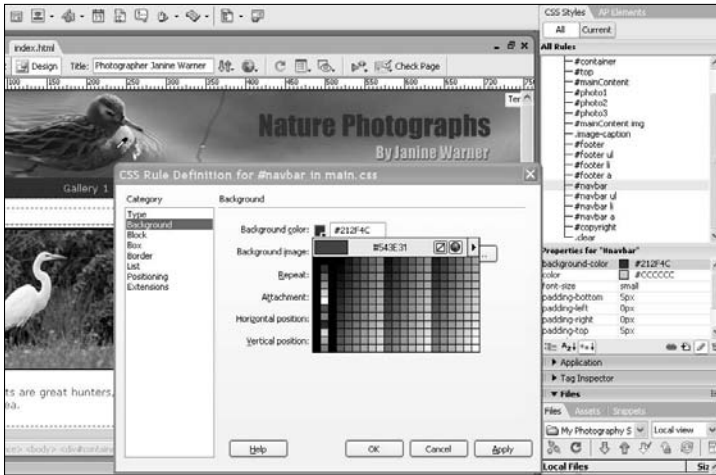
11. When you save the template file with the new banner, Dreamweaver launches the Update Template Files dialog box with a list of all files created with the open template. In this case, only the index page was created from this template, so it's the only one listed. To apply this change to the index page, click the Update button. If the template had been used to create many pages, this process would update all pages created from the template — a useful time-saver when you're working with many similar files in a Web site.



12. When you have multiple Web pages open in Dreamweaver, each page is represented by a small tab at the top of the workspace. Thus, if you want to view the index page to see the results of the change you made to the template, click on the tab that represents the index page and make it the active page in the work area.

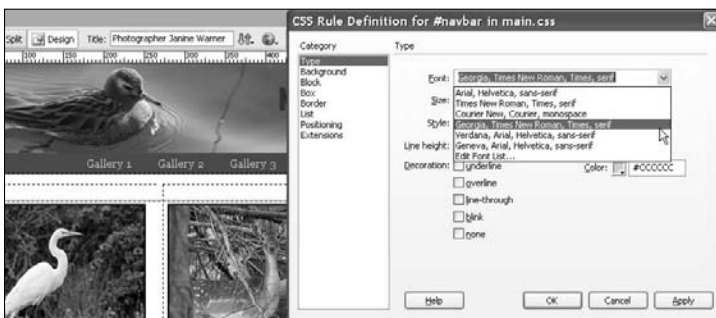
13. You can make additional changes to this page design, such as altering the color of the navigation bar or the font face used in the captions, by altering the CSS definitions that control the styles on this page. To do so, first open the CSS Panel by choosing Window⇨ CSS Styles or clicking on the small arrow next to the CSS Panel name on the side of the workspace.



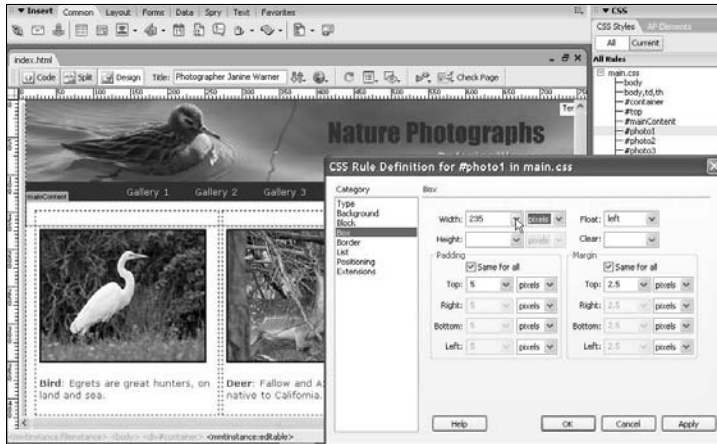


- To change the color of the dark blue navigation bar just below the banner, you edit the background color in the style named #navbar. The simplest way to do that is to double-click on the style named #navbar in the CSS Panel. In the CSS Rule Definition dialog box that opens, click on the Background category on the left and then click on the color well. You can use the eyedropper to select any color from the color palette or click to select any color on the screen, such as the dark brown color I'm selecting by clicking on the dark feathers of the duck in the photograph in the banner.

- Click the Apply button in the CSS Rule Definition dialog box to see the effects of editing a style. In this example, the color of the navigation bar changes to dark brown rather than dark blue. Click OK to close the dialog box. Note that if the style is in an external style sheet, like the style in this template, Dreamweaver automatically opens the style sheet in the work area behind the page you're editing. (You can see the style sheet in the upper-left corner of this figure — it's named main.css.) You must save the external style sheet before you close it, to permanently save your style changes.

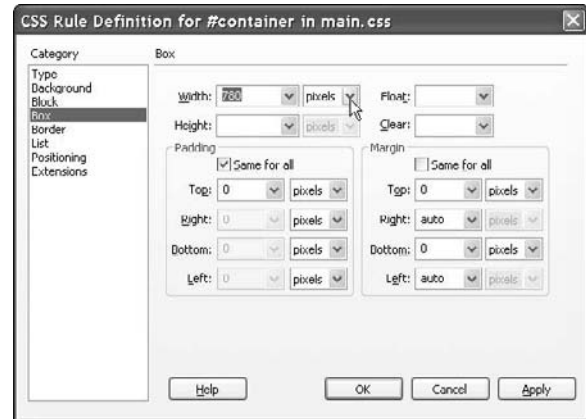


- To change the font face or color used in the navigation bar, double-click #navbar style to open the CSS Rule Definition dialog box. In the Type category, use the Font drop-down list to select a font set. Similarly, click in the color well to choose a font color. Click Apply to see the results of the change and then click OK to close the dialog box.

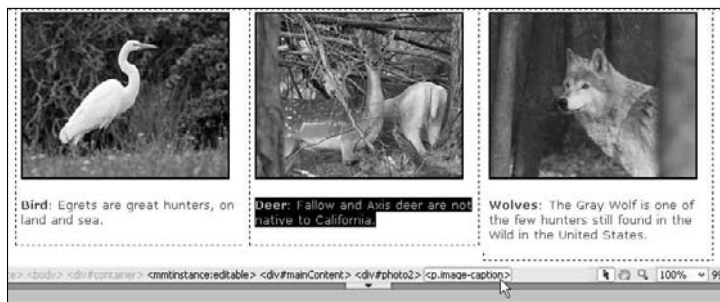


17. To change the size of the boxes that contain the three images and their captions, you adjust each box separately, by double-clicking on the style name (the boxes are named #photo1, #photo2, and #photo3) and again by using the Box category to adjust the width. Be aware, however, that if you change the width of any or all of the photo boxes, you may also need to adjust the overall width of the page design by altering the #container style. The design of this page was carefully created so that the total size of each photo box, plus the margins and padding added to each box, add up to the total width of the container.

18. To change the width of the overall page design, you change the width specified in the #container style. Double-click on #container in the CSS panel, select the Box category, and then change the width setting by specifying a number of pixels. Note, however, that this page was designed to be 780 pixels wide so that it displays well in 800 x 600 resolution. If you increase the size, anyone with a small monitor must scroll from left to right to see the entire design.



CSS styles provide formatting instructions for different elements on a page. (You find an introduction to working with styles in Chapters 3 and 5.) To identify a page element's corresponding style, place your cursor in the area of the page you want to change and then use the tag selector, at the bottom of the workspace. For example, if I place my cursor in the caption of the middle photo, I can see that the text is formatted using the style named .image-caption and that it's contained in the style named #photo2. Click on the tag in the tag selector to highlight the corresponding content in the workspace.



## Creating New Pages from a Dynamic Web Template

### Stuff You Need to Know

#### Toolbox:

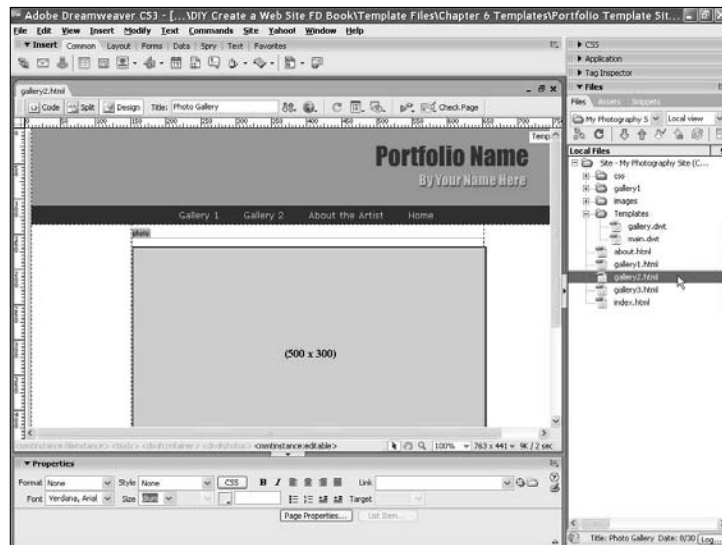
- ✓ Adobe Dreamweaver
- ✓ The portfolio template (portfolio.zip from Digital Family.com/diy)
- ✓ Your own text and images, to personalize the template banner



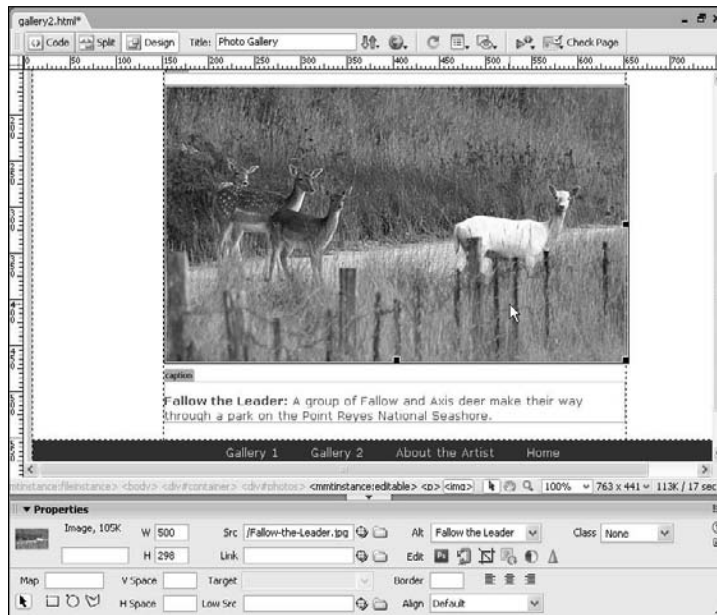
**Time needed:**  
About half a day

The Portfolio template features two Dynamic Web Template files that can be used to generate additional pages. In this task, you create new pages from a Dynamic Web Template and make global changes to those pages by editing the template file.

Before you can complete this task, you must complete the site setup process in Dreamweaver. If you completed the preceding task, “Customizing the Portfolio Home Page,” you should be ready to go; if not, you first need to complete Steps 1 through 3 in the previous task. (For more detailed instructions on the site set-up process, see Chapter 5). In this example, I use the gallery.dwt template to create a series of pages to display a collection of photographs.

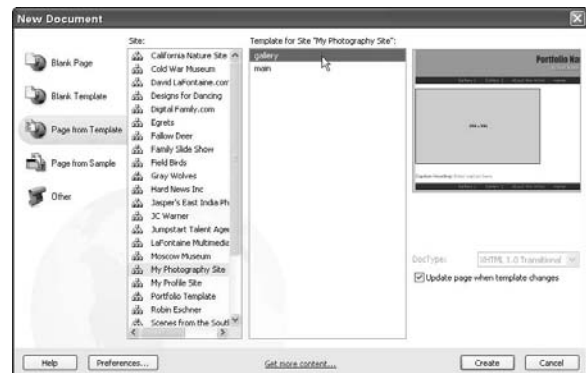


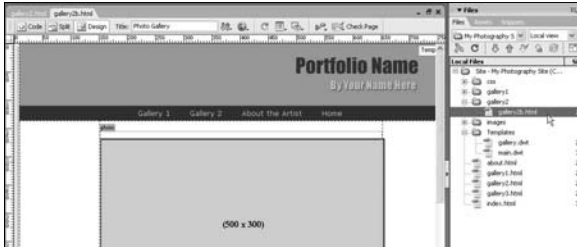
1. To give you a head start on this gallery Web site, and to set all the links to the main pages and galleries on the navigation bar, I already created pages named gallery1.html, gallery2.html, and gallery3.html. These three pages were created from the gallery.dwt Dynamic Web Template, which you use in this set of steps. However, to keep the links working and ensure that the first page of your gallery appears when a user clicks on the corresponding link on the navigation bar, you should first edit the main gallery page. In this example, I create the second gallery with the deer photos, so I start by opening gallery2.html.



2. To replace the image placeholder in the middle of the page with a photograph, double-click to select the placeholder image and then in the Select Image dialog box, click to select a photograph to insert into the page in its place. To enter a caption, delete and replace the text that appears beneath the photo. (Remember that if you use this technique to replace the image, you need to click to select the image after it's inserted and enter a text description of the image in the Alt field in the Property inspector.)

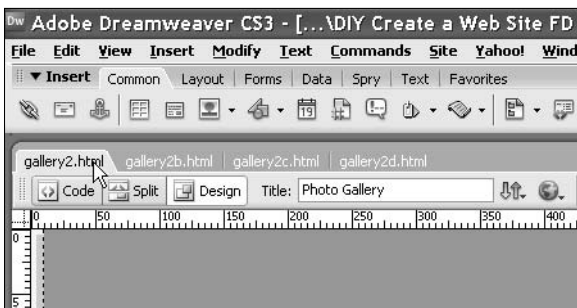
3. To add a second page to this gallery by using the `gallery.dwt` Dynamic Web Template, choose `File`→`New`. Then, in the New Document dialog box, choose `Page from Template` (from the options on the left). Make sure that the Web site you're working on is selected in the middle column, and choose the gallery template from the right-hand column. (Notice that a preview of the selected template is displayed on the far right side of this dialog box.) Click `Create` to generate a page from the template.





- Again, to replace the image placeholder in the middle of the page with a photograph, double-click to select the placeholder image and in the Select Image dialog box, click to select a photograph to insert into the page in its place. (Remember that if you use this technique to replace the image, you should click to select the image after it's inserted and then enter a text description of the image in the Alt field in the Property inspector.) To enter a caption, delete and replace the text that appears beneath the photo.

- Don't be confused by the fact that I'm working on the second gallery in this example. You will follow the same steps for each of the three galleries, and you can work on them in any order. Before you do anything else, save the new page by choosing File→Save (or by using the key combination Ctrl+S on a PC or ⌘+S on a Mac). Because I know that I will create a series of pages for Gallery 2, I created a new folder named gallery2 as I saved this page and then saved the new gallery page into that folder. The first page of the gallery was already created in the original template folder and it's named gallery2, so I decided to name my new page gallery2b.html. I'll name the third page gallery2c.html. Using a naming convention that helps you keep track of the order of your images makes it easier to set the links among your gallery pages, which you do in Steps 7 through 9 of this task.



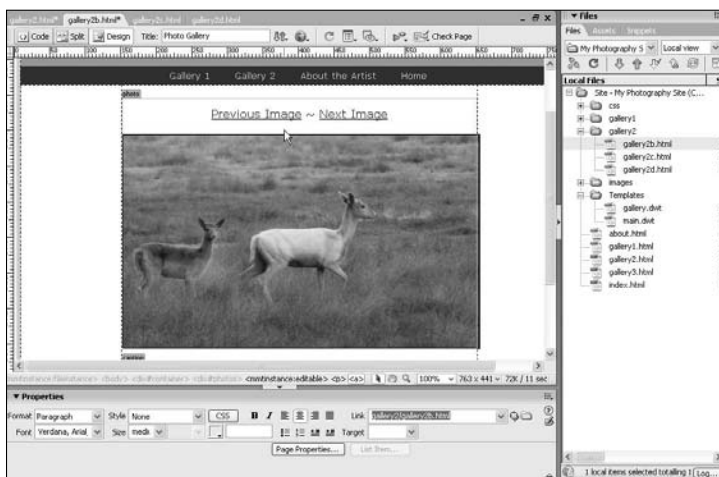
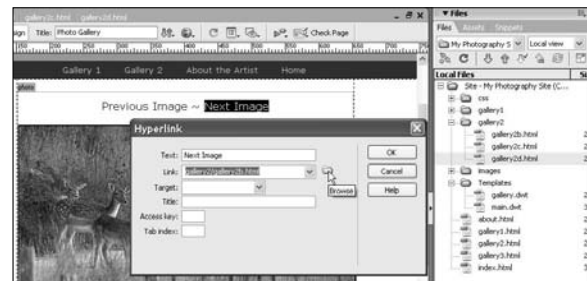
- Repeat Steps 3 through 5 to create additional gallery pages, save them in the new gallery folder you created, and add a photo and caption to each page. To link the pages, click on the tab to bring the first gallery page to the front of the workspace. In this example, the first page is named gallery2.html. (If it's not still open, choose File→Open and open the first of the pages in the gallery you're working on.)





- To add links among the pages of the gallery, first add some text above or below the image. In this example, I added Previous Image ~ Next Image. Next, you need to link the text to the corresponding image page by clicking and dragging to select the text you want to use as the link and then clicking the link icon in the upper-left corner of the workspace. (The icon looks like a link in a chain.)

- In the Hyperlink dialog box, click the Browse button (it looks like a yellow file folder) to the right of the Link field, and then navigate on your hard drive to the file you want to link to. In the figure, I'm linking to the second image in the new gallery, which I named gallery2b.html and saved in a folder named gallery2. Click OK to finish setting the link and close the dialog box.



- Open the second page in the gallery. In this example, it's the page named gallery2b.html. Again add text to the page, such as Previous Image ~ Next Image. Click and drag to select the text (Next Image) in the page that will be linked, and then click the Link icon to open the Hyperlink dialog box. Browse to find the next page in the sequence (in this example, gallery2c.html) and double-click to select that page. Click OK to close the dialog box and set the link. Then click and drag to select the text you want to link to the previous image, click the Link icon, and browse to select the previous file — gallery2.html. Click OK to close the dialog box and set the link.

10. Continue setting the next and previous links among each of the pages in the gallery. To save time, you can use the copy-and-paste technique to copy the text from one gallery page to another. If you followed a similar naming convention, you can simply highlight the linked text after it's copied to the new page and then change the name of the file in the Properties inspector, at the bottom of the workspace.



11. For the first and last gallery pages, either include only one link (to the next or previous image, as appropriate) or link back to the first image from the last and to the last image from the first so that a visitor to the site can continue through the images repeatedly. (To save numerous pages you're working on at a time, choose File→Save All.)

12. Because the banner graphic is in a locked region at the top of the gallery page template, replace the banner at the top of all these gallery pages automatically by simply replacing the gallery image once in the template. To do so, open the `gallery.dwt` file, located in the Templates folder.





- With the template file open, click to select the banner image placeholder and delete it by pressing the Delete key. Then, without moving your cursor, choose **Insert > Image** and select the image you want to use in its place. In this case, I replaced the placeholder image with the same Nature Photographer banner that I customized in the first task in this series. Because this site is created with two different templates, you can use a different banner image in the `gallery.dwt` template than the one used in the `main.dwt` template, which was used to create the home page.

- Make any other changes you want to the template file, such as changing the text **About the Artist** on the navigation bar to **About the Photographer**. (Be sure to change this text on the top and bottom navigation bars.) After you complete all the changes you want to make to the template, choose **File > Save**, and Dreamweaver automatically updates all pages created from this template — including the `gallery1.html` and `gallery2.html` pages and the `about.html` page in this site.



- Always preview your pages in a Web browser as you're working on a Web site so that you can test your links and ensure that your pages are displayed properly. Preview a page in Dreamweaver by choosing **File > Preview in Browser** and then selecting a Web browser from the list.

## Chapter 7

# Creating a Business Web Site

### Tasks Performed in This Chapter

- ✓ Editing image templates
- ✓ Putting together a business home page in Dreamweaver
- ✓ Creating other pages from a Dynamic Web Template

Once in a while, I still meet small-business owners who ask, “Do I really need to have a Web site?” Yet, for the most part, it seems that the owners of even the smallest businesses have caught on. Today, the answer is easy: “Anyone who wants to promote their business needs a Web site.”

Whether you’re creating a site for the first time or redesigning a site that you think could serve your business better, you’ll find what you need in this chapter. You walk through the steps of customizing two distinct template designs that work well for small businesses. And, remember: You can use any of the templates in this book for a business site by following the instructions to personalize the pages and images.

## Introducing the Business Site Template

I call the main template featured in this chapter the Jellyfish template because it was inspired by the images featured in the Jellyfish aquarium site you see in the figures at the beginning of this chapter. As with all other templates in this book, you can alter this one a little or a lot and use it for any kind of site you want to create.



If you want to rename any of the files or folders in this template site, be sure to do so in the Dreamweaver Files panel, to ensure that Dreamweaver automatically adjusts the links that correspond to the files.

In this chapter, you find templates designed to be used in an image editor, such as Photoshop or Fireworks, as well as the Jellyfish template, which can be used in Dreamweaver. The starter image is named `FrontPage-Template.tif`.

To help you get started with your business site, I included starter pages for each of the main sections that a business site commonly needs. The links in these starter pages are already set on a navigation bar across the bottom of the page. You can customize the overall look and feel of these pages by editing the template,

Jellyfish-Template.tif, on which the pages are based. You find this file in the Templates folder inside the Jellyfish Template folder. You can also add or remove pages and change the links as necessary. The following list describes the files and folders that get you started when you first open the Jellyfish template:

- ✓ **index.html:** This page is the front page of your Web site. The main page of any Web site should be named `index`; the rest of the pages can be named anything you like, as long as you don't use spaces or special characters.
- ✓ **about.html:** List information about the subject of your site, such as a biography of a person or a description of a business or service.
- ✓ **page-1.html:** List additional information or create a new section of your site, such as a listing of products, services, or staff.
- ✓ **page-2.html:** Use this page for any additional information. You can add pages as necessary by following the instructions later in this chapter for adding new pages to a template site.
- ✓ **contact.html:** Add contact information to this page.
- ✓ **images:** All your template image files are in this folder, in TIFF format. You also find in this folder optimized JPEG files that you can use as you follow along with the tasks.

You also find subfolders in this Web site template folder. The `images` folder contains the starter images for this site and provides a good place for you to store any images you want to add to the site. You also find the `css` folder, which is where I saved the CSS file that accompanies these page designs. As with all other templates that accompany this book, you can alter this one a little or a lot and use it for any kind of site you might want to create.

## Editing and Sizing Images for the Template

### Stuff You Need to Know

#### Toolbox:

- ✓ Photoshop Elements
- ✓ The start image FrontPage-Template.tif, located in the images folder in the Jellyfish templates from this book's companion Web site (see the Introduction for details)
- ✓ Your own text and images, to personalize the images



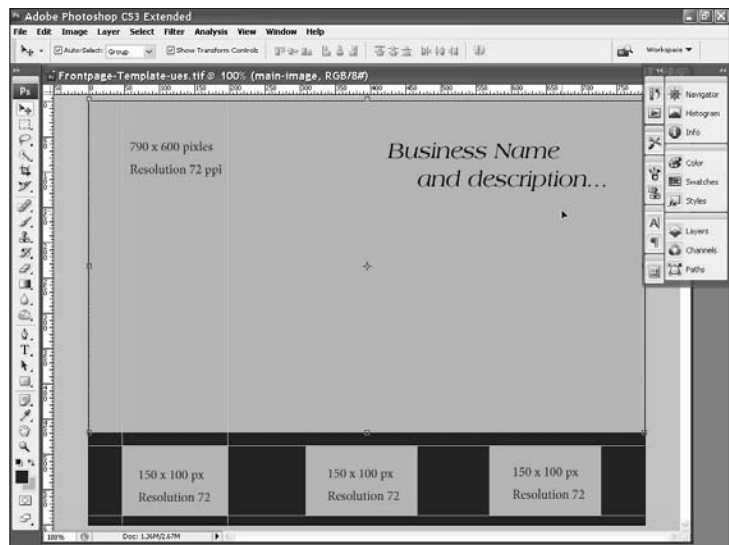
**Time needed:**  
About an hour

I like to prepare at least some of my images in a program like Photoshop or Photoshop Elements before I even start working in Dreamweaver. To help you get your images ready for this design, I included a *starter image*, which is a graphics file composed of many different layers, each containing a separate element in the design.

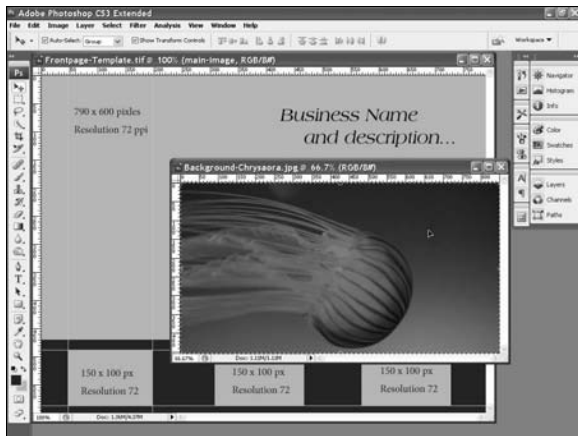
In this task, you use this starter image as a guide as you prepare the photos and other images you want to use in your site. In the task that follows, you copy and paste your own photos into the starter image and use it as a guide as you resize your images to fit the Web site template. After you have all your images in place, you crop out each one and use the Save for Web option to optimize them for the Web.

The front page of this template design has several elements — photos as well as text — and it can be altered in many ways. The more you change the design in Photoshop, the more you need to alter the corresponding template in Dreamweaver.

1. Launch a graphics program, such as Photoshop CS3 (as shown here), choose File⇨Open, and open the file named FrontPage-Template.tif. The tricky part about this front page design is that one large image takes up most of the area at the top, and then three smaller images below it link to each of the main sections of the site. For best results with this template, create images that are exactly the same size as these so that you can replace them in the Dreamweaver template without disrupting the layout.

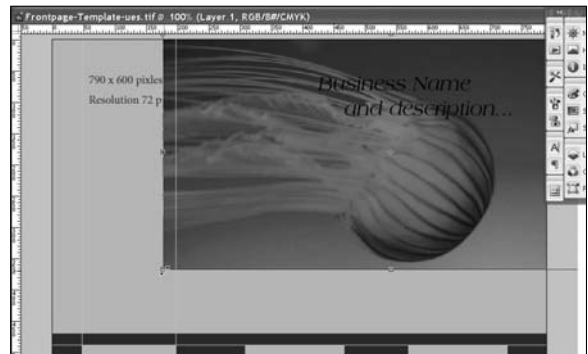


If you see the error message “Some text layers contain fonts that are missing” when you open the FrontPage-Template.tif starter image, it simply means that you don’t have on your computer’s hard drive the fonts I used in the template. If you choose the Text tool in Photoshop or Photoshop Elements and start to edit the text in this file, the program automatically changes the text to a font that’s on your hard drive. You can then click and drag to select the text and use the options at the top of the workspace to change the font, size, and color to best suit your design.



2. You can copy and paste images into this template by choosing File⇨Open and selecting any image from your hard drive. In this example, I opened a photo of a jellyfish, which I want to use as the big image at the top of this page. To copy an image into the template, first choose Select⇨All to select the image, and then choose File⇨Copy to copy it.

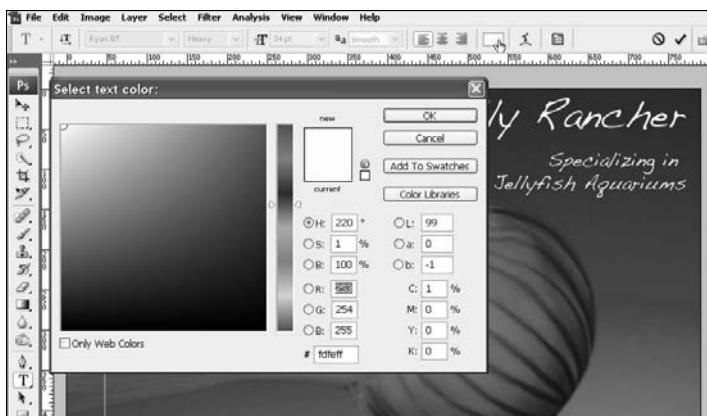
3. Click anywhere on the template image to make it active in the workspace. (If the template image is hidden by the new image, choose Window⇨FrontPage-Template.tif to bring the template to the front of the workspace before you paste.) Choose File⇨Paste to insert the new image into the template. After you paste an image, like this photo, you can click anywhere within the image and drag to adjust its placement. You can also click and drag a corner to adjust the size of the image.



You can edit the starter images for this site in any image editor that supports layers, including Fireworks, Photoshop Elements, and Adobe Photoshop CS3, which I used in this exercise.

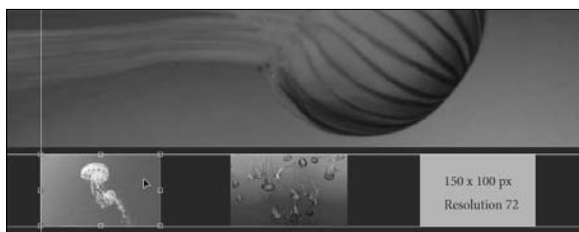


If the image you're adding to a template is significantly larger than the template file, resize the new image before you copy and paste it into the template image. The image size for each image is displayed in the template. You can change the resolution and dimensions of an image by choosing Image⇨Size and adjusting the settings. You can make minor changes to the size of an image by clicking and dragging any corner of an image after it's inserted into the template image. (More detailed instructions for resizing and optimizing images are in Chapter 4.)



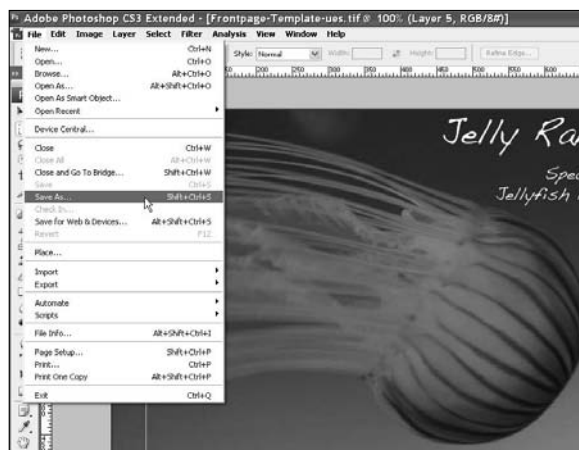
4. To edit the text, select the Text tool from the Toolbox. Then click and drag to select the text, and type to replace it. Use the options at the top of the workspace to change the font, size, and color. In this example, I clicked the color well at the top of the page to change the text color. To delete any of the text in the image template, click and drag to select it and press the Delete key.

5. To reposition text on the page, click to select the Move tool from the Toolbox. (In Photoshop, the Move tool is represented by the double-headed crossed arrow icon at the top of the Toolbox. Then click and drag any section of text. **Tip:** If you click and drag a corner, you change the size of the text; if you click in the middle of a text area and drag, you move it.

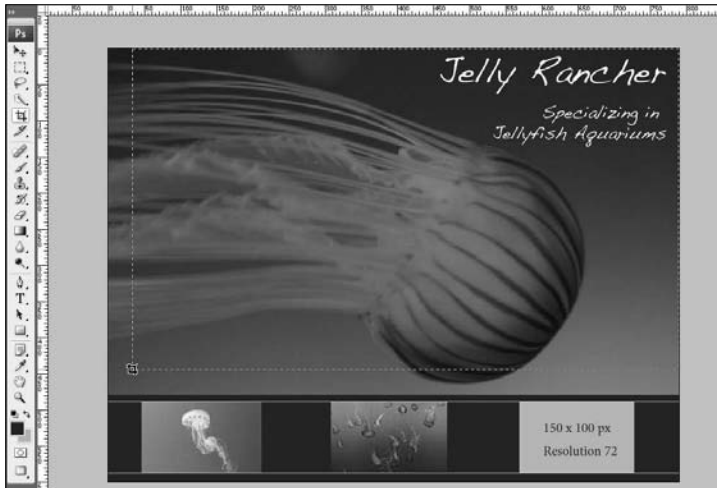


6. Use the three placeholders at the bottom to add and size three more images, which will serve as links to other pages in the site after you insert the images into Dreamweaver. The same techniques you used in Steps 2 through 5 work for the smaller images; the main difference is that you size the smaller images to the dimensions indicated in their respective boxes.

7. After you make all the changes you want to the template, you need to save it. Here's a trick: Choose Save to save a backup copy of the template with your design and then choose Save As and give the file a new name, to create a copy of your design. That way, you preserve the design that you just took such care to create before you start cutting it up in the steps that follow. Remember that if you ever want to go back to the original starter image, you can always download it again from this book's companion Web site.







8. The big challenge in designing a page like this one in Photoshop is deciding how you want to slice it into separate images that you can insert into your Web pages in Dreamweaver. Photoshop has a Slice tool, but I prefer to crop out each part of the image separately so that I have more control over how I optimize it during the Save for Web process. A good place to start cropping is the main image placed at the top of the page. First choose the Crop tool from the Toolbox, and then click and drag to select just the large image at the top.

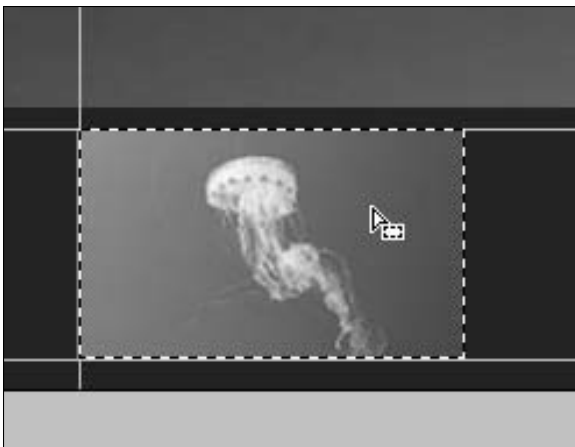
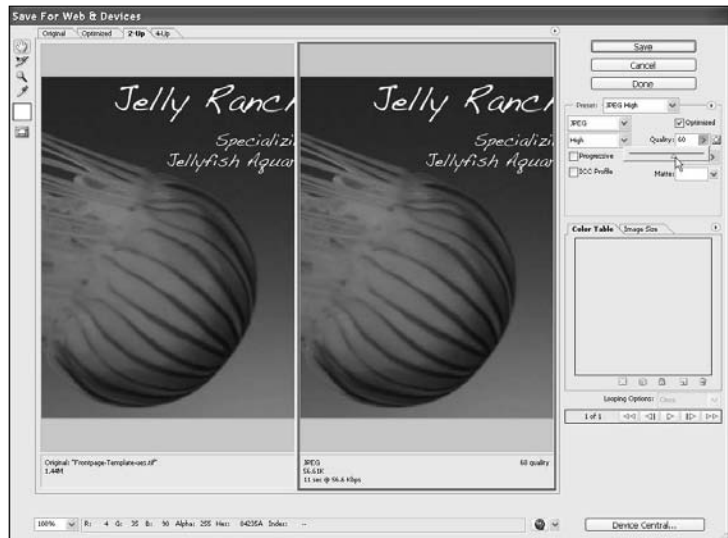
9. You can drag the corners of the crop outline to adjust how the image will be cropped. To complete the crop, just double-click in the middle of the crop area, or click the Cropping tool again and choose Crop.





10. After you crop out just the banner image, save it as a new file that you will insert into your Web page. Choose File⇨Save For Web & Devices.

11. In the Save For Web dialog box, choose the best file format and compression settings for your image. If you're unsure, see Chapter 4 for a refresher on when to save files in GIF, JPEG, or PNG format and how best to use this dialog box. After all the settings are the way you want them, click OK. In the Save dialog box, give the image a new name and save it. When you use the Save for Web dialog box, you create a copy of the image in its new, optimized format. As a result, after you close the Save for Web dialog box, the original image remains open and unchanged in Photoshop.



12. To quickly get back to the completed page design so that you can crop the next image, choose Edit⇨Undo until you have undone the crop. Now you're ready to crop out the next image and again use the Save for Web dialog box to optimize the image so that you can insert it into the template, which you do in the following task. If you can't undo the crop for any reason, you can always go back to the backup copy you created in Step 7.

## Putting the Home Page Pieces Together in Dreamweaver

### Stuff You Need to Know

#### Toolbox:

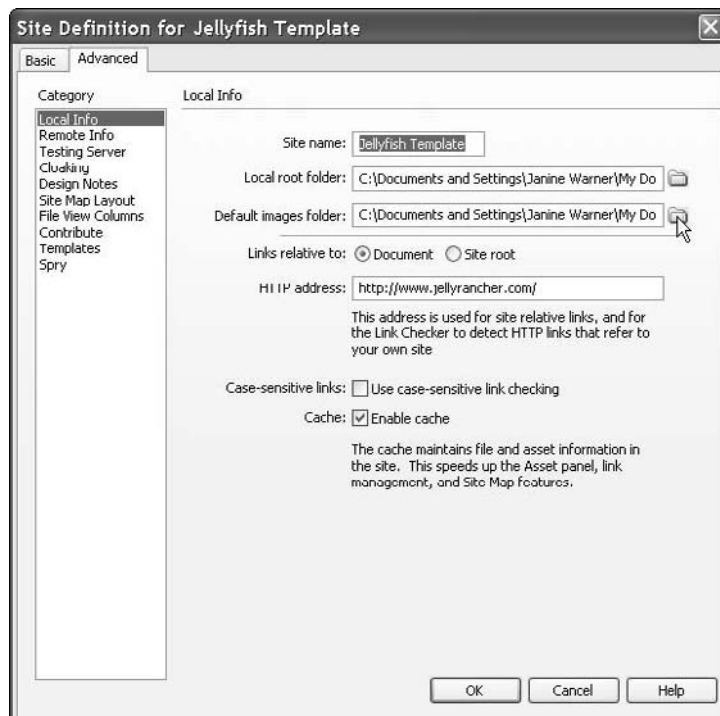
- ✓ Adobe Dreamweaver
- ✓ The Jellyfish template (from this book's companion site; see the Introduction for details)
- ✓ Your own text and images, to personalize the template



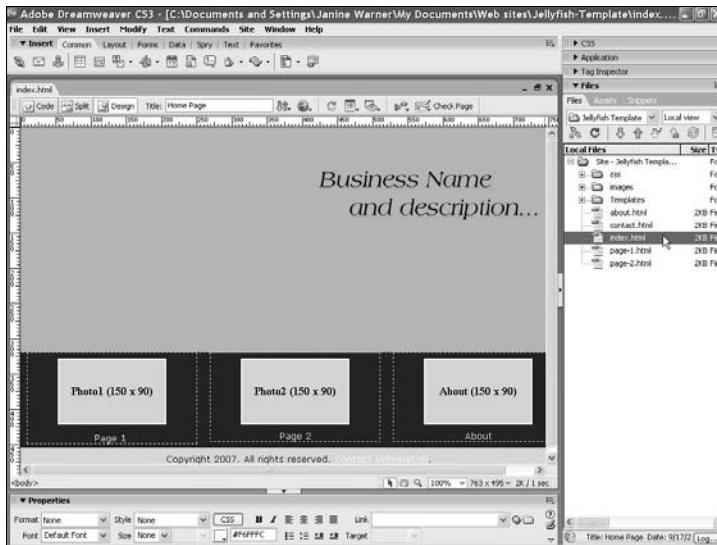
**Time needed:**  
About half a day

In this task, you set up a new Web site using the Jellyfish template and start customizing the pages.

As you work through the following steps, remember that you can alter this template a little (by simply adding your own text and images) or you can alter the design a lot by changing the colors, font options, and other style settings to make the design more your own.

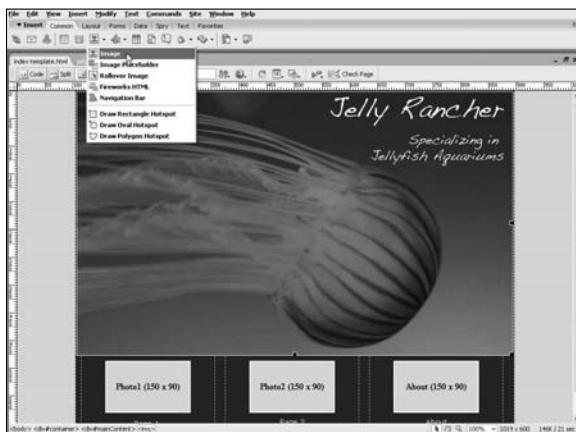


1. In Dreamweaver, choose Site⇒New Site. In the Site Definition dialog box, click the Advanced tab. In the Site Name text box, type a name for your site. In this example, I entered `Jellyfish Template`. Click the Browse icon next to the Local Root Folder text box, and locate on your hard drive the folder that contains the Jellyfish template files. (**Note:** You can rename the folder.) Click the Browse icon next to the Default Images folder field, and select the Images folder in the Jellyfish template folder. Then click OK. If you haven't yet selected the Enable Cache option, a message box appears, asking whether you want to create a cache for the site. Click Yes to speed up some of the Dreamweaver display features.



2. When you complete the site-setup process, the files and folders in the Jellyfish template are displayed in the Files panel in Dreamweaver, at the side of the workspace. Double-click the `index.html` file to open the home page in Dreamweaver. (For more detailed instructions on the site-setup process, see Chapter 5.)

3. At the top of the home page, you can change the page title, as I'm doing here, by replacing the text in the Title field. Include your name or business name or a brief description to identify your site, such as I did in this example, with the words Jellyfish Rancher, specializing in jellyfish aquariums. The *page title* is the text that appears at the top of the browser window when a page is viewed online; this text is saved in a list of sites if someone bookmarks the page. (In this example, you can see that I replaced the main graphic at the top of the page with the large image I cropped out of my image template in the previous task.)



4. You can replace any of the image placeholders with images you prepared in an image editor. To insert an image, double-click any image placeholder to open the Select Image Source dialog box. Alternatively, you can delete any image placeholder and then select the Insert Image icon from the Common insert bar, at the top of the workspace.



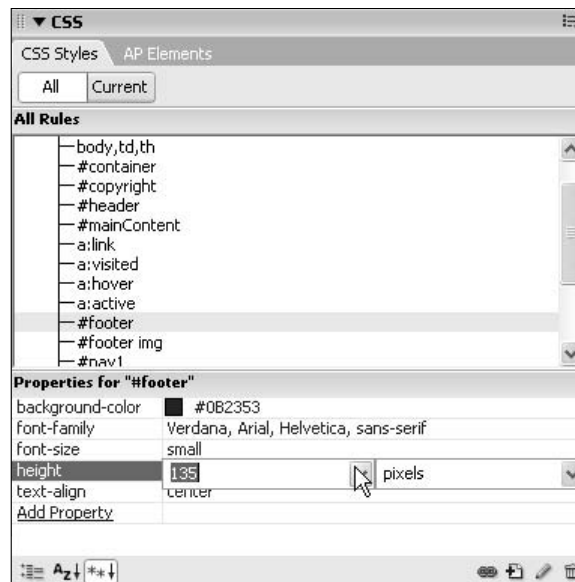
5. In the Select Image Source dialog box, navigate on your hard drive to find the image you want to insert, and then double-click the image file-name to select it. As you see in this example, I'm now inserting the images that I resized and optimized in the previous task. If the image you select isn't already located in your root site, Dreamweaver offers to copy the file into the root folder after you select it. If this automated feature is disabled for some reason, you must copy the image into the root folder and ensure that the image path in the Property inspector reflects that location.

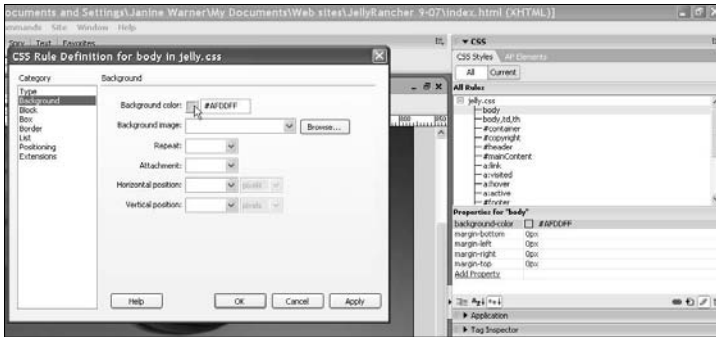
6. To add or replace other images, select the image and then follow Steps 5 and 6, selecting each image from your hard drive in turn to add to the template. To add a border to an image, as you see with the three images across the bottom of this design, enter a number, to represent pixels, in the Border field. The borders you see featured in these figures are 2 pixels wide.



7. You can add text by typing it into any part of the page. For example, you can add captions under the photos by replacing the placeholder text there. Be careful not to delete the formatting when you delete the holder text. If you have trouble adding text without altering the format, use Undo to back up a step and try again.

8. To change the text size or color in these captions, you need to edit the style sheet that controls the design of this page. To do so, open the CSS panel (if it's not open already) by choosing Window⇒CSS Styles. In this design, the font in the captions at the bottom of the page is specified in the style named #Footer. To change the font face, size, or color, double-click the style name in the CSS Styles panel.





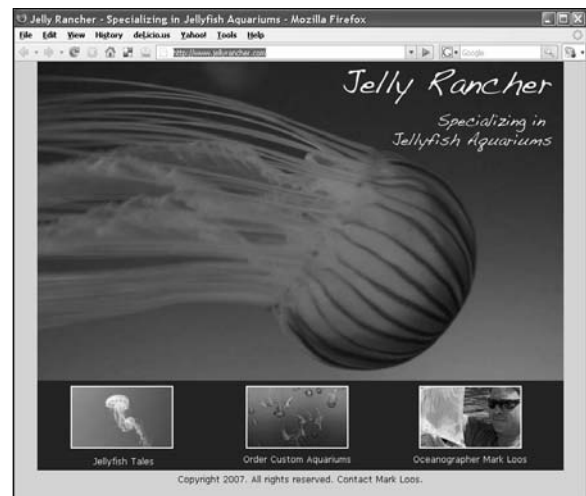
9. In the CSS Rule Definition dialog box, use the settings in the Type category to specify how you want your text to appear on the page. You can make other changes to this design by using this same dialog box to alter the style definitions. For example, you can change the background color for the entire page by editing the body style. You can change the background for the main design area by changing the #container style. And, you can change the background color at the bottom of the design by altering the #footer style.



10. To change the layout of the page, you need to change other styles, such as the height of the mainContent style, which you find in the Box category in the Style Definition dialog box. The height of the mainContent style is set to match the size of the main (top) image in this example, but you can adjust it if you prefer to use a smaller image. You can also change the height of the footer if you want to use larger images or bigger text in the footer at the bottom of the page. (**Tip:** You can edit CSS rules by double-clicking a style name to open it in the CSS Rule Definition dialog box, or you can edit styles in the Properties pane, just below the CSS Styles panel, by clicking a style name once to display its properties there.)

For more instructions on working with CSS, see Chapter 5. For instructions on how to upload your site to a Web server, see Chapter 9.

11. To test your work in a Web browser, choose File→Preview in Browser and select any browser on your hard drive. For best results, test your work in a variety of Web browsers, to ensure that your pages designs look good for all visitors. In this figure, the page is displayed in Firefox.



## Creating New Pages from a Dynamic Web Template

### Stuff You Need to Know

#### Toolbox:

- ✓ Adobe Dreamweaver
- ✓ The Jellyfish template from Digital Family.com/diy
- ✓ Your own text and images, to personalize the pages



**Time needed:**  
About half a day

The Jellyfish template features two designs. The front page design, which is a simple HTML file, should be edited independently, but all the rest of the pages in this site were created from a Dynamic Web Template. You can therefore edit only the main content area of those pages and must edit the template itself to make changes to the banner or footer area of the pages. The benefit of this restriction is well worth the extra effort because any change you make to the template automatically updates all pages created from the template.

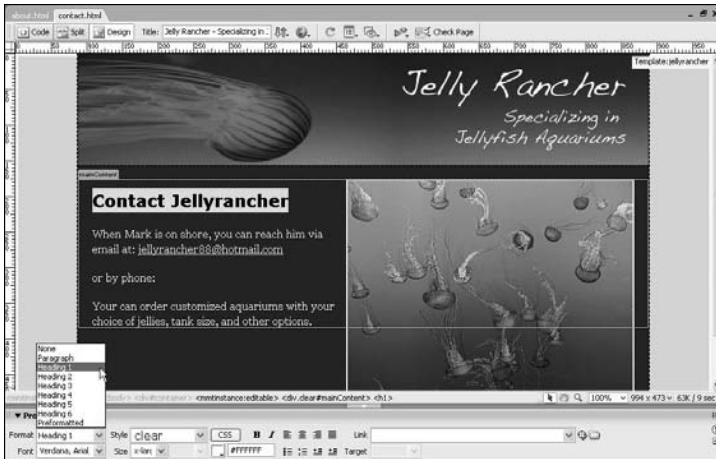
In this task, you learn how to create new pages from a Dynamic Web Template as well as how to make global changes to those pages by editing the template file. Before you can complete this lesson, you must complete the site-setup process in Dreamweaver, covered at the beginning of the preceding task.



1. To give you a head start on this Web site design, the Jellyfish template folder has several pages that have already been created and linked together. You can edit any of these pages, such as the `about.html` page, by simply double-clicking the name in the Files panel to open it. It's common practice to include a page on your Web site that explains what the site is about or includes biographical information about the site's creator, like you see in this figure.

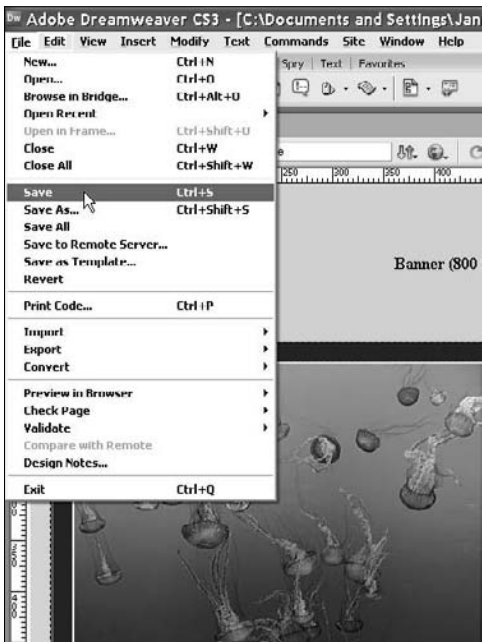
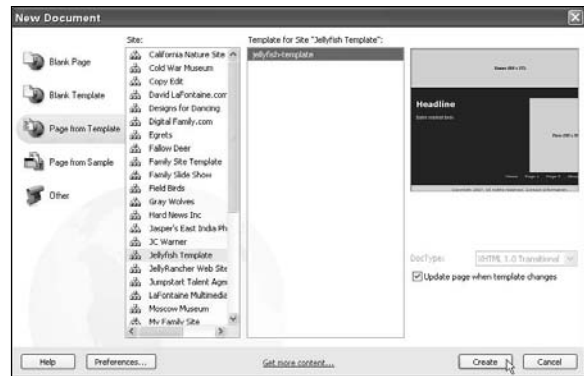


Because the pages in the Jellyfish Template site were created from a Dynamic Web Template, parts of the page are locked. To change the banner image at the top of the page, or to edit the text, links, or copyright information at the bottom of the page, you need to edit the Dynamic Web Template file (as you see later in this task).



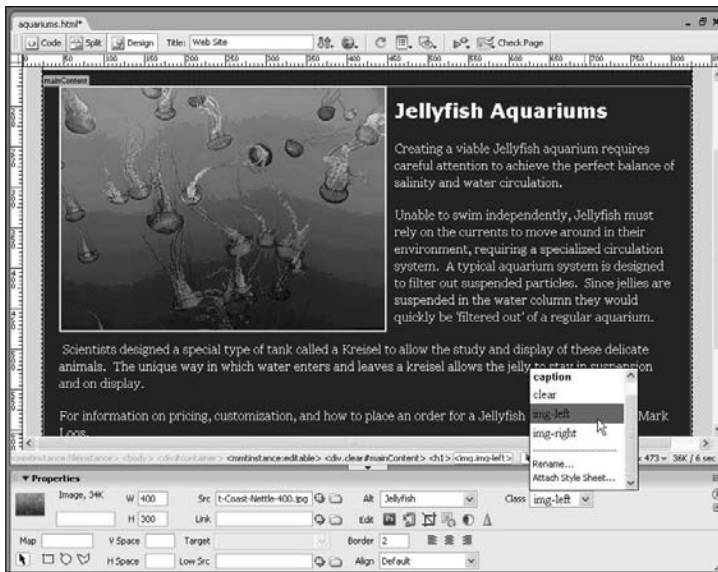
2. Similarly, you can double-click to open the `contact.html` file using the Files panel. To add or edit contact information, just click and drag to select any text you want to delete and then type to replace it. If you need to add a main contact as well as contact info for your sales staff, for example, you can use copy-and-paste to repeat the text as it's formatted and then replace it with your own contact information.

3. To add a new page to this Web site by using the template, choose **File** → **New**. Then, in the New Document dialog box, choose **Page from Template** (from the options on the left), make sure that the Web site you're working on is selected in the middle column, and choose **Jellyfish-template** from the right-hand column. (Notice that a preview of the selected template is displayed on the far right side of this dialog box.) Click **Create** to generate a page from the template.



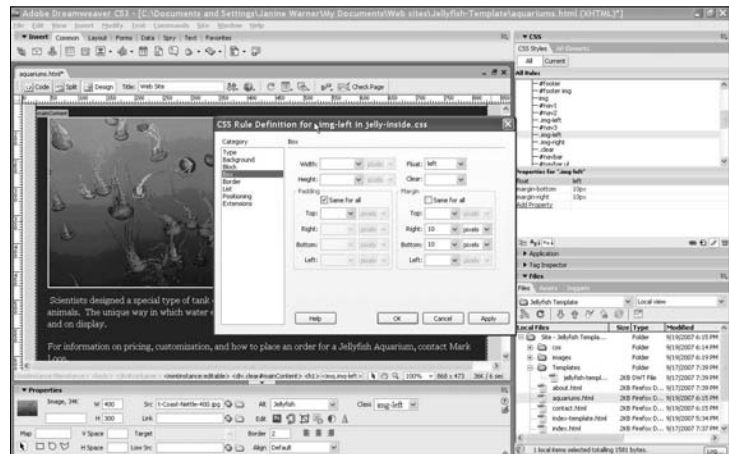
4. Before you do anything else, always save the new page by choosing **File** → **Save**, or press **Ctrl+S** [in Windows] or **⌘+S** [on the Mac]. I named this page `aquariums.html`. You need to change the page title by editing the template, as you see in a later step.



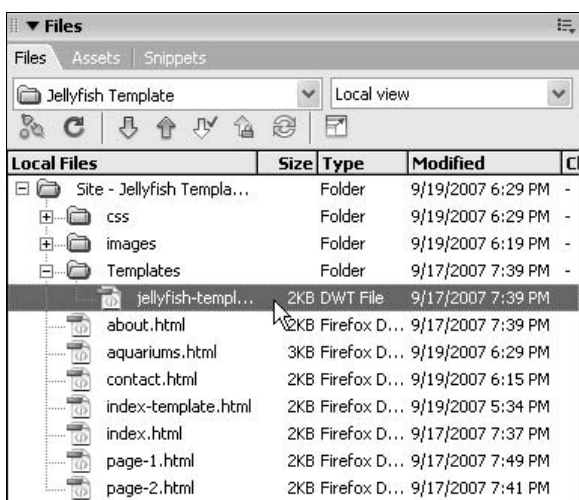


- To replace the image placeholder, click to select the placeholder, press the Delete key, and then, without moving the cursor, choose Insert→Image. In the dialog box that appears, select any image on your hard drive. To change the alignment of an image, first click to select the image. Then, using the drop-down list in the Class field in the Property inspector (at the bottom of the workspace), select image-right to align an image to the right, or select image-left to left-align it.

- The image styles in this template are designed to align an image to the left or right so that any other content in the page can wrap around it, as you see in these figures. You can alter the image styles by double-clicking the style name in the CSS panel and making any changes you want in the CSS Rules Definition dialog box.

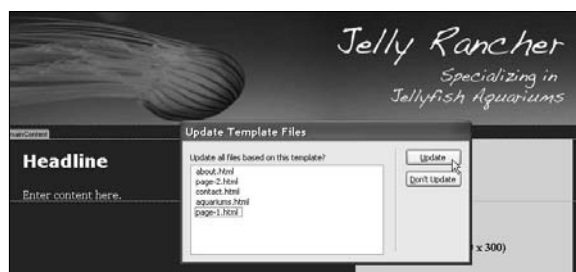


- To add text, simply place your cursor in the area of the page where you want to add text and then type to enter it. You can also use the standard copy-and-paste features to add text from another file, such as a Microsoft Word document or a Web page. To change the text color, font, or size, double-click the Body style in the CSS panel and specify the options you prefer in the Type category. Repeat Steps 2 through 6 to create additional pages from the template.



9. With the template file open, click to select the banner image placeholder and delete it by pressing the Delete key. Then, without moving the cursor, choose **Insert** ⇨ **Image** and select the image you want to use in its place. In this case, I replaced the placeholder image with a banner I created in Photoshop. (You find instructions for editing a banner image in Chapter 6, and you find a starter image for this graphic, named `banner.tif`, in the Images folder in the Jellyfish template folder.) Choose **File** ⇨ **Save**, and Dreamweaver automatically offers to update all pages created from the template.

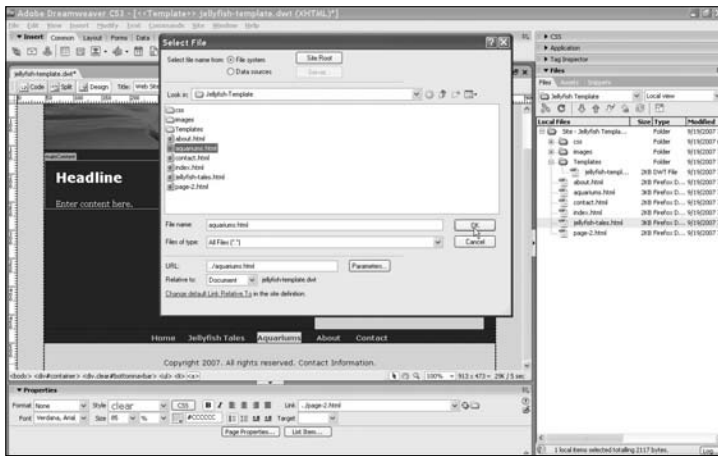
8. To edit the template itself, which is how you can change the banner graphic or alter the links or copyright information at the bottom of the page, double-click the name in the Files panel to open the `jellyfish-template.dwt` file located in the Templates folder.



10. You can also make other changes to the template file, such as changing the text on the navigation bar at the bottom of the page. To edit the text, simply click and drag to select each linked section of text in turn, and replace it by typing the text you want to use in its place. In this example, I changed `page1` to `Jellyfish Tales`.

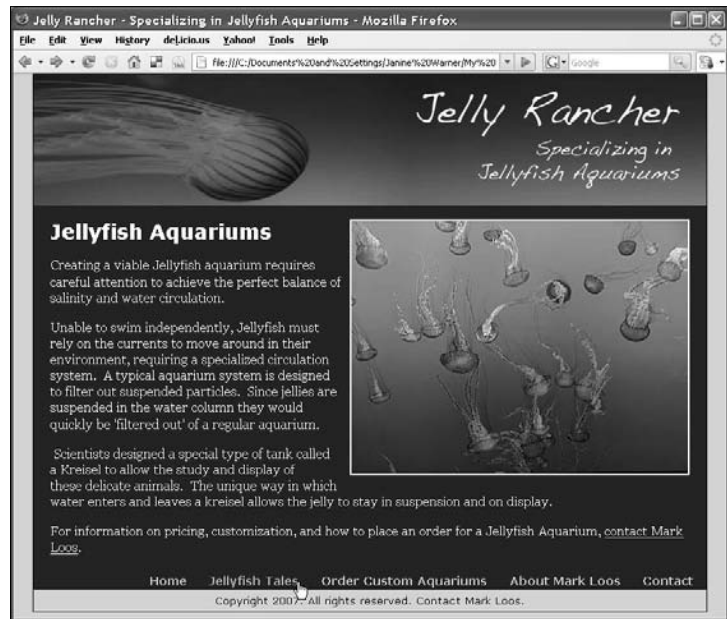
11. Changing the text links doesn't alter the file names, but you can change those as well by clicking to select each file in the Files panel and typing to replace the name. Keep two concepts in mind when you do this: First, you should change file or folder names only in the Files panel, to ensure that Dreamweaver updates the links, as you see here; second, filenames shouldn't include any spaces or special characters except for the underscore (`_`) and dash (`-`).





12. To change, set, or fix links, you first click and drag to select the text you want to link (or click to select an image to use as a link). Then click the Browse button, to the right of the Link field in the Property inspector (it looks like a yellow folder) and double-click to choose the name of the file you want to link to. Again, when you save the template, Dreamweaver prompts you to automatically make the change to all pages created from the template.

13. Always preview your pages in a Web browser as you're working on a Web site, but beware that many Web browsers don't display a Dynamic Web Template. Thus, to test your work on the template, you need to open one of the pages you created from the template and then choose File→Preview in Browser and select a Web browser, such as Firefox (shown here), from the list. With a page open in a browser, you can click the links to test your work.



## Chapter 8

# Creating a Family, Vacation, or Hobby Site

### *Tasks Performed in This Chapter*

- ✓ Working with the templates
- ✓ Designing a site for your entire family
- ✓ Editing image templates
- ✓ Creating image maps and links
- ✓ Creating rollover images

**T**here are many excellent reasons to create a family Web site, slide show, or photo gallery. From the announcement of a new baby to sharing the latest vacation snapshots, digital designs are a great way to keep in touch with family and friends.

The best family sites include room for everyone in the clan, and as you see in the sample family site and lessons in this chapter, you can easily adapt this design to create sections for each member of your family, club, or organization.

## *Getting Started with the Family or Group Site Templates*

In this chapter, you find templates that can be used in Dreamweaver as well as starter images designed to be used in an image editor, such as Photoshop or Fireworks. The sample site created in this chapter is for a family site with separate pages for each member of a family, but the same templates can be used for any small organization, group, or business. (Check out the before-and-after shots of this sample site in the color insert for a quick look at the type of layout you can create.)

These templates are designed to showcase a lot of images and would work well for an art or photo collection, to illustrate business services or products or to share photos with family and friends. As you work through the tasks, you find instructions for changing the names, images, and text in these templates for any kind of site you want to create.

As you follow the instructions for creating the family site featured in this chapter, you find out how to customize pages, add or remove pages to accommodate smaller or larger Web sites, and create advanced features, such as rollover images and image maps. Because customizing this site involves editing graphics as well as HTML files, you find separate tasks for each section of the site:

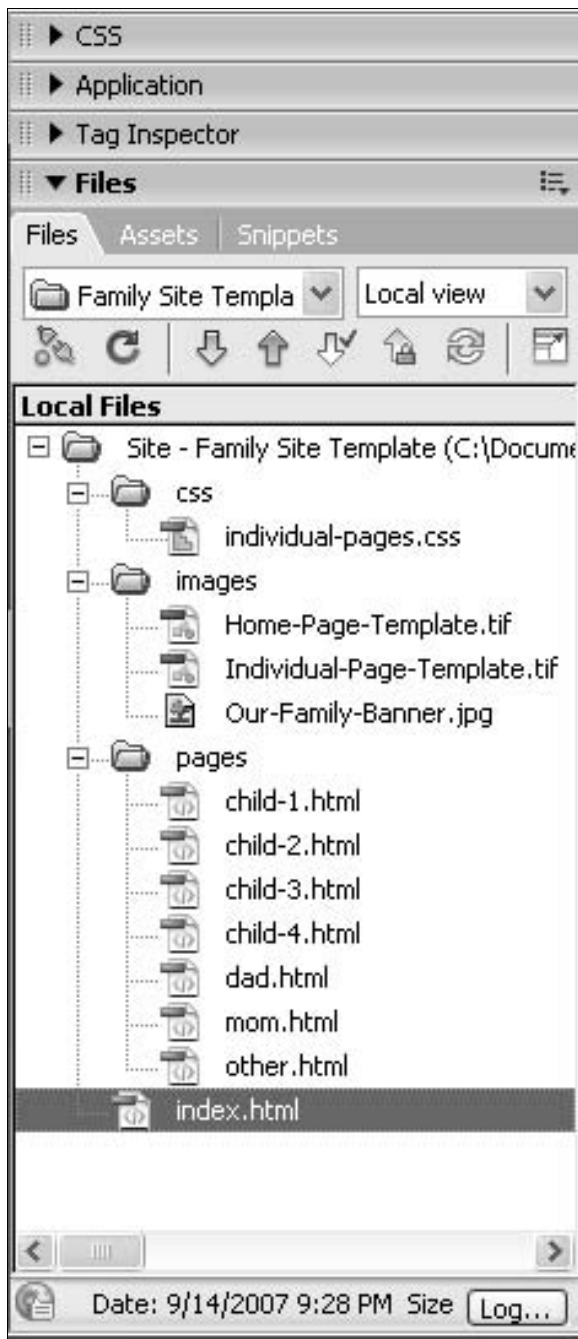
- ✓ The first task shows you how to customize the banner, text, and images by using Photoshop Elements. You also find out how to add and position images to create the page designs for each section of the site.
- ✓ The second task shows you how to set up a site in Dreamweaver and how to edit the front page.
- ✓ The third task covers how to edit Dynamic Web Templates in Dreamweaver, make changes across many pages at once, set links to pages, create an image map, and remove pages from the design.
- ✓ The fourth task features a more-advanced Dreamweaver lesson in how to create rollover images so that you can create effects, such as the change in text color of links when a user rolls a cursor over an image and it's replaced with another image.

Before you get started with these tasks, here's a quick overview of the template and files used in this chapter. To help you get started with this site, and to ensure that the links on the navigation bars work properly, this template includes starter pages for each of the main sections of this site. Although you can add or remove pages and change links as necessary, this list describes the files and folders that get you started when you first open the Family template:

- ✓ `index.html`: This is the name of the front page of the Web site. The main page of any Web site should be named `index`; the rest of the pages can be named anything you like, as long as you don't use spaces or special characters.
- ✓ `images`: You find all template image files in TIFF format in this folder. You also find optimized JPEG files in the `images` folder and can use them as you follow along with the tasks.
- ✓ `css`: You find the external style sheets that are attached to the template files in this folder.
- ✓ `Templates`: In this folder, you find the dynamic Web templates used to create the files in this site.
- ✓ `pages`: This folder stores all the pages for the individuals in your site and includes these ready-to-use pages:
  - `mom.html`: For a parent
  - `dad.html`: For a parent
  - `child-1.html`: For the first child
  - `child-2.html`: For the second child
  - `child-3.html`: For the third child
  - `child-4.html`: For the fourth child
  - `other.html`: For anyone else you want to add, like the aunts and uncles featured in this example.



You can rename files by using the Dreamweaver Files panel. As you see in Figure 8-1, the Files panel lists all pages in a Web site; when you make changes in this panel, Dreamweaver automatically adjusts any corresponding links. If you stick to changing only filenames or folders in the Files panel, you never have to worry about breaking links.



**Figure 8-1:** You start with the general filenames but you can change them to reflect family members' names in the Files panel.

### *Getting everyone working on your Web site*

As you consider all the ways you can share stories and photos with family members and friends in your own family Web site, make sure to include your entire family in the planning-and-development process. Here are a few ways you can get family members of all ages involved:

- ✓ Ask older family members to write about special occasions and family traditions.
- ✓ Scan in artwork from younger family members, and include those images on the site.
- ✓ Invite the family historian to help create a family tree and other historical records.
- ✓ Scan in photos from old photo albums (and don't forget to sort through those boxes of old photos in your attic and closets).
- ✓ Include links to clubs, associations, and hobby sites, to showcase your family's favorite activities.
- ✓ Keep the site updated with photos from everyone in the family, by sharing an online photo album at Flickr, Shutterfly, or Kodak Gallery. It's simple, as I explain in Chapter 6.

## Editing Image Templates

### Stuff You Need to Know

#### Toolbox:

- ✓ Photoshop Elements
- ✓ The Home-Page-starter image.tif file from the Family Web Site template (see the Introduction for details)
- ✓ Your own text and images, to personalize the template banner



**Time needed:**  
About two hours

These starter images are designed to showcase images, so most of the work in creating this site is best done in an image program, such as Photoshop Elements. The trick is to size and prepare all images before optimizing them and putting the pages together in Dreamweaver. In this task, you find instructions for adding your own images and text to the starter images included in the Family template.

This front page starter image has several elements — photos and text — and it can be altered in many ways. In these steps, you resize and add a photo and then edit the text by changing its font size, color, and spacing. After you position and resize all images the way you want, you use the Save for Web feature to optimize them, to get them ready to insert into the template files in Dreamweaver.

1. Launch a graphics program, such as Photoshop Elements (shown in the figure), choose File→Open, and open the template graphic file Home-Page-starter image.tif.

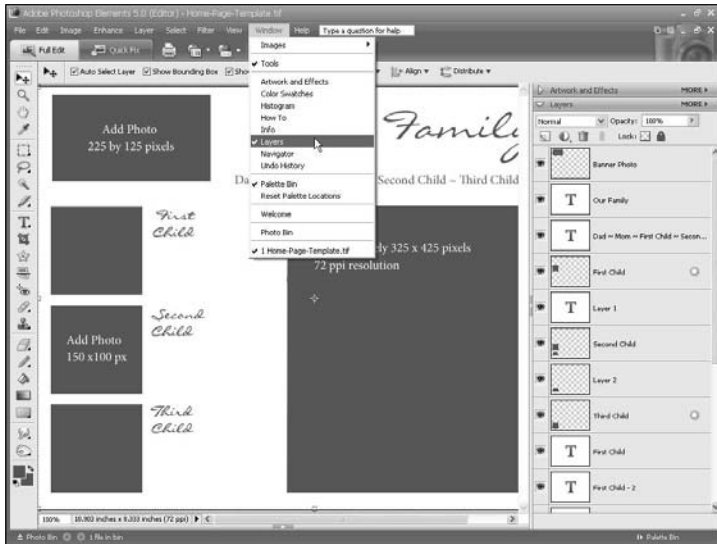


You can edit the image templates in any image editor that supports layers, including Adobe Photoshop CS3 and Photoshop Elements, which is used in this exercise.



If, when you open this starter image, you see the error message *Some text layers contain fonts that are missing*, you simply don't have on your computer's hard drive the fonts I used in the starter image. If you choose the Text tool in Photoshop or Photoshop Elements and start to edit the text in this file, the program automatically changes the text to a font that's on your hard drive. You can then click and drag to select the text and use the options at the top of the workspace to change the font, size, and color to best suit your design. I used the Liorah font in this design. You can purchase and download the font from any number of sites on the Web; just search for **Liorah** in any search engine.



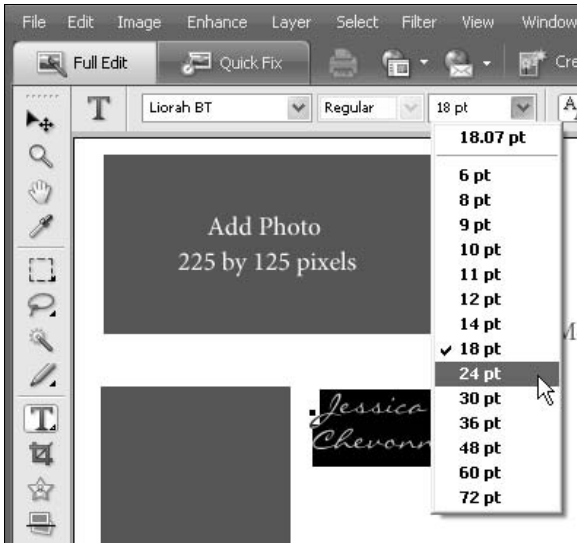


2. This starter image is made up of many layers, which makes it possible to edit each piece of text and delete or replace each image independently. You can view a list of layers by opening the Layers palette. Choose Window⇧Layers and you see that this template image has many layers, each named to correspond to a section of text or an image in the template. **Tip:** Make sure that the Auto Select Layer check box, at the top of the workspace, is selected. Then you can select layers by simply clicking their contents.

3. To edit the text in any image in Photoshop Elements, first click to select the Type tool in the Toolbox.



4. With the Type tool active, click and drag to select a section of text and then type to replace the words. (If you're prompted with the message Font substitution will occur, click OK to continue; Photoshop automatically changes the text to a similar font on your hard drive.)



- Adjust the Type tool settings on the Options bar, at the top of the work area, to change the color, font face, size, or other options. In this figure, I'm adjusting the font size for the selected text.

- To reposition text on the page, click to select the Move tool from the Toolbox. (In Photoshop Elements, the Move tool is represented by the double-headed, crossed arrow icon at the top of the Toolbox.) Then click and drag any section of text. **Remember:** If you click and drag a corner, you change the size of the text; if you click in the middle of a text area and drag, you move the text.

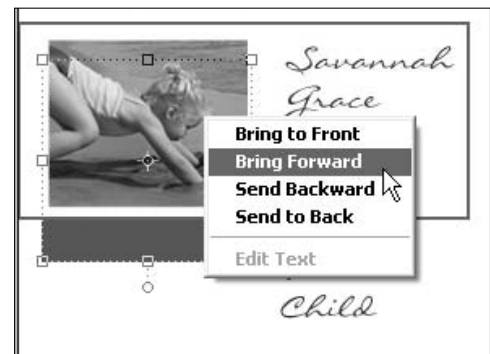


- To add a photograph to a layer, you must first open the photograph as a separate file. While the starter image is still open, choose File → Open and select any image from your hard drive. In this example, I opened a photo of a father and son, which I want to add to the banner image at the top of the page.

- To copy an image into the template, first click anywhere on the image you want to copy, to make it active in the workspace. Choose **Select** ⇨ **All** to select the image, and then choose **File** ⇨ **Copy** to copy it. Next, click anywhere on the starter image, to make it active in the workspace. (If the template image is hidden by the new image, choose **Window** ⇨ **Home Page Starter image** to bring the file to the front of the workspace before you paste.)



- Choose **File** ⇨ **Paste** to insert the new image into the template. After you paste an image, like this photo, you can click anywhere within the image and drag to adjust its placement. You can also click and drag a corner to change the size of the image.



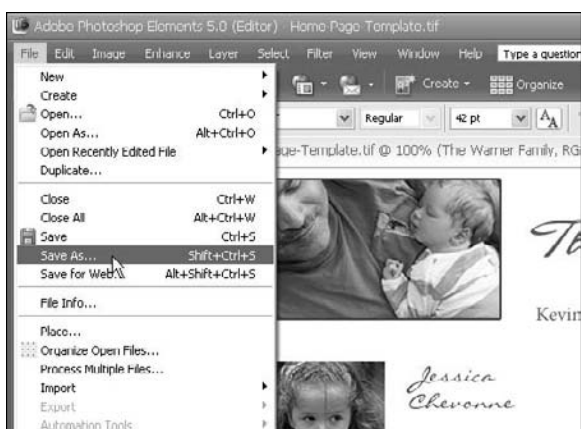
- As you add more images, you can adjust the layers by positioning one image in front of another, which is important when images overlap or when one image is obstructed by another. To move one layer in front of another, right-click and select an option to move the layer forward or back. To delete an image or text, click to select it and then press the Delete key.



If the image you're adding to a starter image is significantly larger than the starter image, resize the new image before you copy and paste it. You can change the resolution and dimensions of an image by choosing **Image** ⇨ **Size** and adjusting the settings. (You find more detailed instructions for resizing images in Chapter 4.)



You can add as many images as you like, and you can resize them and drag them around the page to change the layout. The more you alter this design in Photoshop, however, the more you need to alter it in Dreamweaver. For the purposes of this task, I show you how to edit images into these starter images just as it's designed so that you can easily reconstruct them in Dreamweaver. As you get more adept in both Photoshop and Dreamweaver, however, you can make more elaborate changes.



11. After you make all the changes you want to the starter image, be sure to save your work by choosing File⇨Save. Then save the file again by choosing File⇨Save As and name the new file, such as My-Family-Front-Page. That way, you have a backup copy of the design, in case you ever want to go back to it.

If you ever want to go back to the original starter image, you can always download another copy from the Web site.



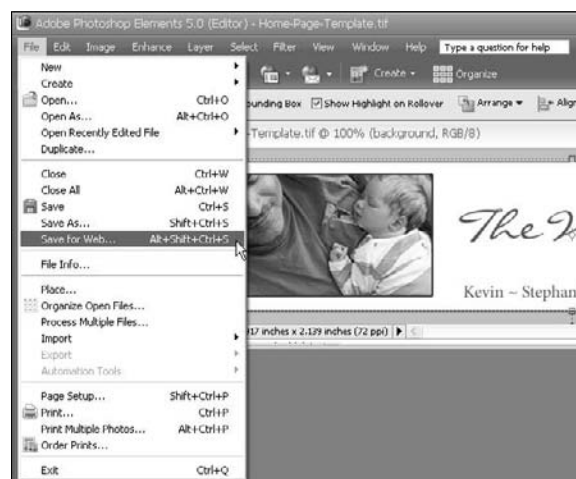
12. The big challenge in designing a page like this one in Photoshop is deciding how to save each of the images as separate files that you can insert into your Web pages in Dreamweaver. A good place to start is the banner. Banners (including this one) typically appear at the top of every page in the site, but thanks to the magic of dynamic Web templates, you need only one copy of the image. To prepare the banner image for the Web, first choose the Crop tool from the Toolbox, and then click and drag to crop out just the top banner area.



13. You can drag the corners of the crop outline to adjust how the banner will be cropped. To complete the crop, just double-click in the middle of the crop area or click the Crop tool again and choose Crop.

14. After you crop out just the banner image, it's a good idea to save it as a separate file so that you can easily go back and make changes to it later, if you want. To do so, first, save the layered version by choosing File⇨Save As and giving it a new name, such as My Family Banner.

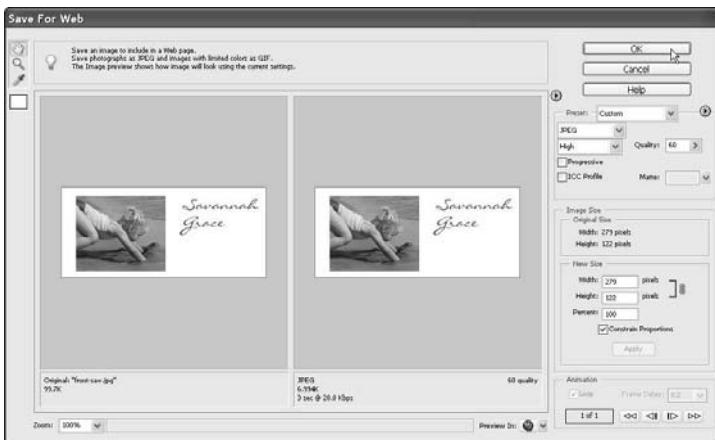
**Remember:** Be sure to use Save As to make a copy of your banner. Doing so preserves all the work you've done on the full page design so that you can return to that page and crop out other pieces to use on your Web site.





15. Before you insert an image (like this banner) into a Web page, you need to optimize it. Choose File⇒Save for Web, and in the Save for Web dialog box, choose JPEG from the Optimized File Format drop-down list. JPEG format works best for images that use millions of colors, such as photographs. (For more details about selecting options in the Save for Web dialog box, see Chapter 4.)

16. After all the image settings are the way you want them, click OK. In the Save dialog box, give the image a new name and save it.



17. To optimize other images for this design, open the Family Page template again and crop another image to save for the Web. After you save all the pieces of the design, you're ready to move on to the next task.

## Designing a Web Site for the Entire Family

### Stuff You Need to Know

#### Toolbox:

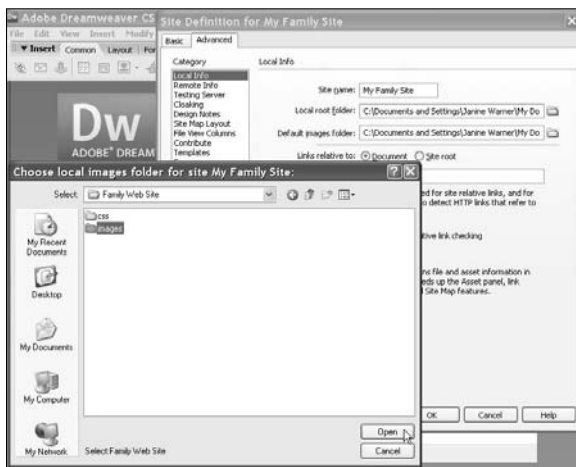
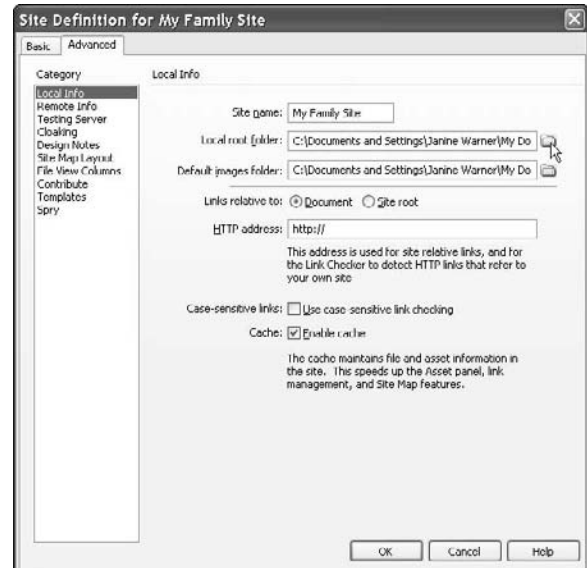
- ✓ Adobe Dreamweaver
- ✓ The Family Web Site template from the companion Web site (see the Introduction for details)
- ✓ Your own text and images, to personalize the template



**Time needed:**  
About half a day

In this task, you set up a new Web site with the Family Web Site template, which can be used to create any site that features multiple people or sections. As you work through the following steps, remember that you can alter this template a little (by simply adding your own text and images) or alter the design a lot by changing the colors, font options, and other style settings to make the design more your own.

1. In Dreamweaver, choose Site→New Site. In the Site Definition dialog box, click the Advanced tab. In the Site Name text box, type a name for your site. In this example, I entered *My Family Site*. Click the Browse icon next to the Local Root Folder text box and locate on your hard drive the folder that contains the Family Web Site template.

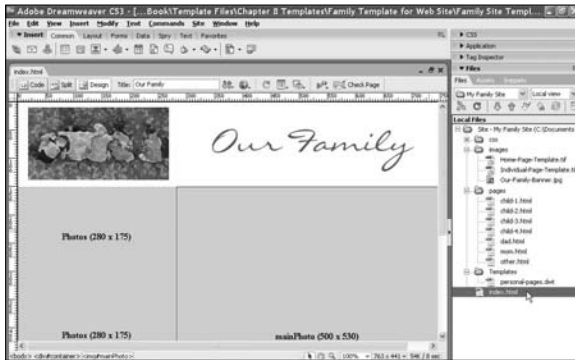
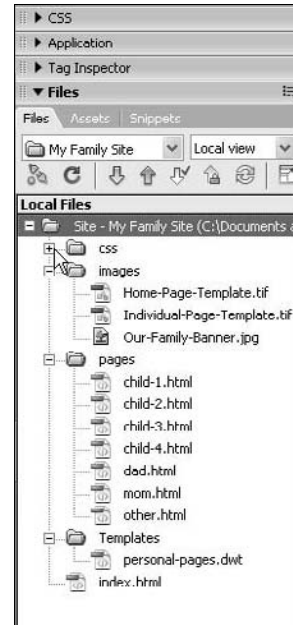


2. Click the Browse icon next to the Default Images folder field and select the Images folder in the Family template site. Leave the rest of the options in this dialog box alone for now, and click OK to close the Site Definition dialog box and save your settings. If you haven't selected the Enable Cache check box, a message box appears, asking whether you want to create a cache for the site. Click Yes to speed up some of the Dreamweaver display features.



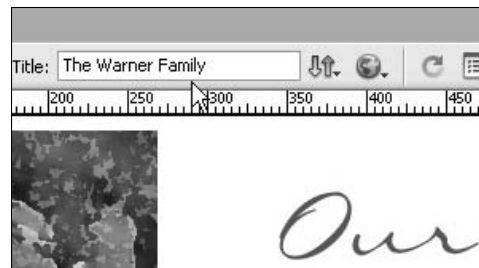
You can rename the Family Web Site Template folder before or during the site-definition process, but if you change the name after you complete this site-setup process, you have to complete this step again in Dreamweaver.

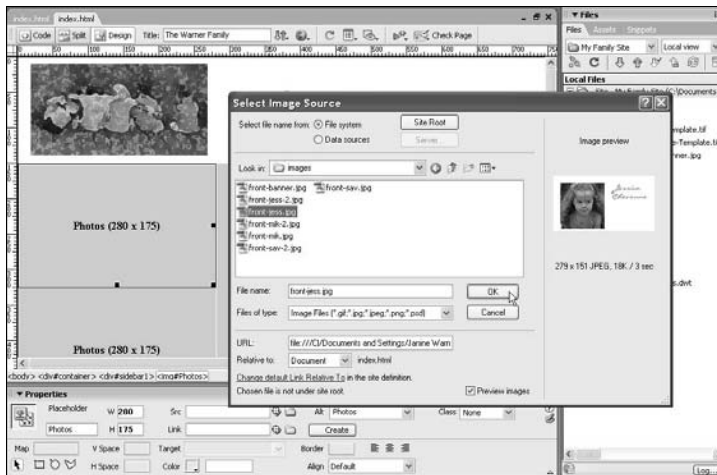
- When you complete the site-setup process, the files and folders in the Family Web Site template are displayed in the Files panel in Dreamweaver, at the side of the workspace. (For more detailed instructions on the site-setup process, see Chapter 5.)



- Double-click the `index.html` file in the Files panel to open the home page. The home page of this site is designed to showcase photos and text created in an image program, such as Photoshop Elements. You can replace any of the image placeholders with images you've prepared for the Web.

- At the top of the home page, you can change the page title by replacing the text in the Title field. Include your name or a brief title to identify your page. (The *page title* is the text that appears at the top of the browser window when a page is viewed online.)





- To insert your own images, double-click to select any image placeholder. Then click the Browse button in the Image Source dialog box, locate the image you want to insert, click to select the image you want to add to the page, and click OK.

- To add or replace other images, repeat Step 6. To delete an image or placeholder, select it and press the Delete key.



Make sure that you optimize your images and save them in GIF, PNG, or JPEG format before adding them to your Web pages. You find instructions for saving images for the Web in Chapter 4.



## Adding Image Maps and Links

### Stuff You Need to Know

#### Toolbox:

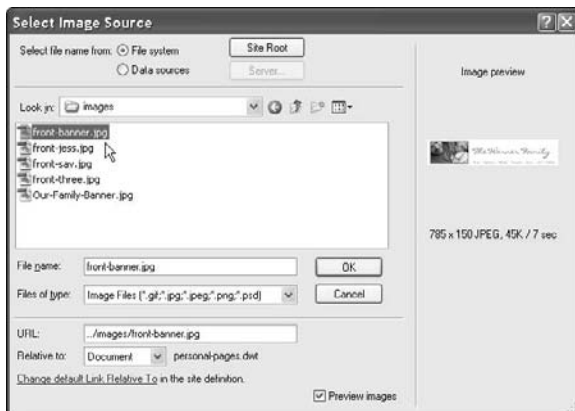
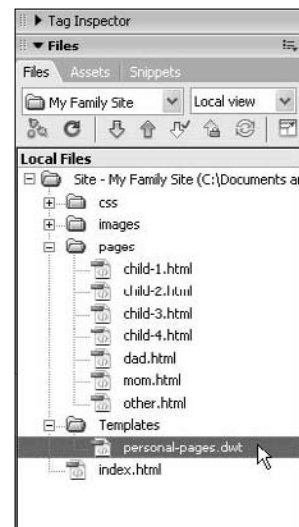
- ✓ Adobe Dreamweaver
- ✓ The Family template (from Digital Family.com/diy)
- ✓ Your own text and images, to personalize the template
- ✓ **Note:** You should have already completed the first two tasks in this chapter before you begin



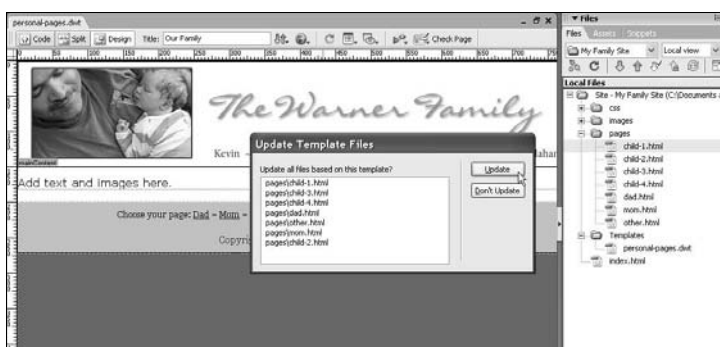
**Time needed:**  
About half a day

If you're following along from the beginning of this chapter, you should have already optimized your images in Photoshop Elements and set up the Family template in Dreamweaver. Now you're ready to add image maps so that you can link the names of each family member in the banner image to their personal pages, for example. You also set links using text, and you use the template for personal pages to update all the family pages at once with the new links.

1. Open the template family site in Dreamweaver, and open the Files panel by choosing Window⇨Files. Click the plus sign to open the Templates folder, and then double-click the Dynamic Web Template named `personal-pages.dwt`. All individual family pages in this template design are created from this Dynamic Web Template. The main area of the page should be personalized in each individual page.



2. The benefit of using this template is that you can replace the banner graphic at the top of this page and automatically change it on each individual page. To do so, click to select the banner image and delete it, and then choose Insert⇨Image and select the banner image you created for your site.



3. Choose File→Save, and Dreamweaver prompts you with a notice to change all pages that were created from this template. Click Update to automatically update all pages with the new banner image.

4. Open any individual family-member page, such as mom.html, and you see that the new banner appears at the top of the page.

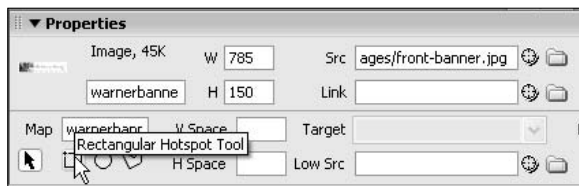


5. The navigation bar at the bottom of this template is already linked to each of the individual pages. You can change the text for those links by clicking and selecting each name and typing the name you prefer. You can remove links by clicking to select the text and pressing the Delete key.



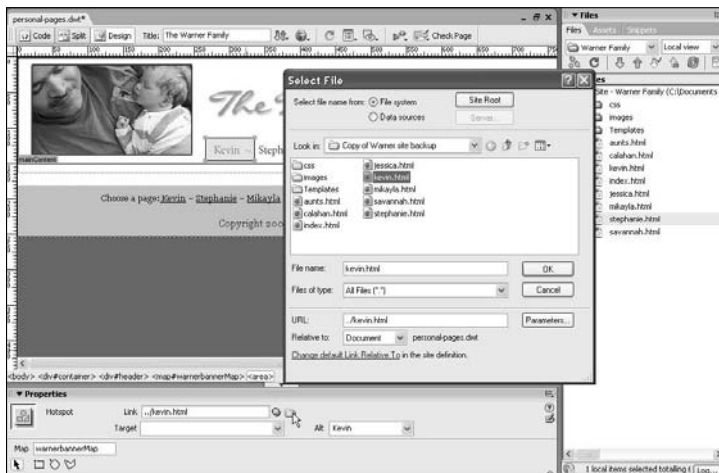
You can change the name of any of these files in the Files panel, to reflect the name of a family member or the content of the page. When you change filenames in the Files panel, Dreamweaver automatically updates any links that correspond to the page. To do so, just click to select the name in the Files panel, type the name that you want to change it to, and press Enter (or Return). Then click Update when you're prompted to update the corresponding pages. Continue until you have renamed all the files.

- To link the name of each family member in the banner image to a different page, you can create an image map. To do that, click to select the banner image and in the Property inspector, click the lower-right corner to make sure that the inspector is fully open.



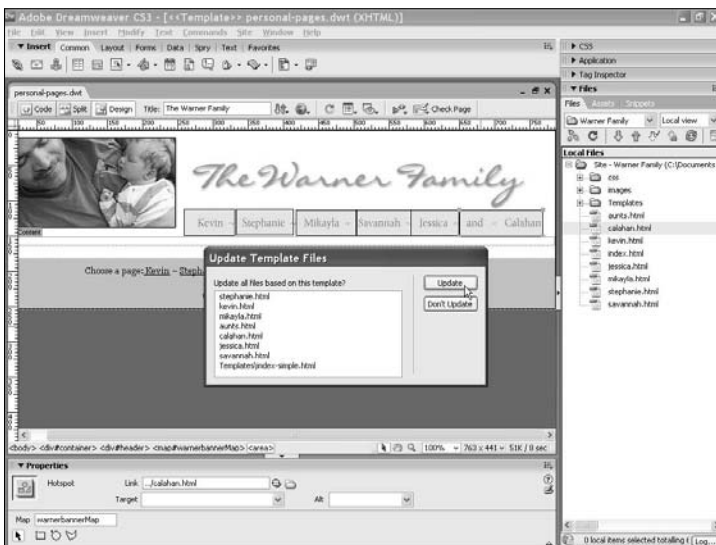
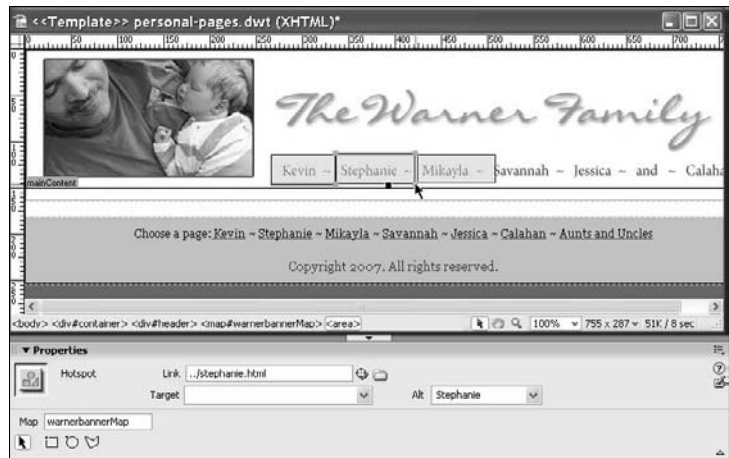
- The image map tools are in the lower-left corner of the Property inspector. To create an image map, you first select the shape you want to create as a “hot spot” on the image. You can create as many hot spots as you like and link each one to a separate page in your Web site.

- With an image map tool selected, click and drag to create a hot spot on the image. In this example, I turned the name *Kevin* into a hot spot that I can link to the `kevin.html` page. (If you’re prompted to describe the image map in the Alt field, simply type a brief description of the image map into the Alt field in the Property inspector.)



- After you create a hot spot, use the Browse button (the one that looks like a yellow file folder) in the Link field in the Property inspector to link to the corresponding page. Click to select the Browse button; then find the file you want to click to, and double-click to select it. Dreamweaver automatically sets the link.

10. To create more hot spots, select the Hotspot tool, click and drag to create the hot spot on the image, type a brief description of the image into the Alt field to serve as alternate text, and then use the Browse button to link to the corresponding page. To edit or adjust a hot spot, click the Pointer Hotspot tool in the lower-left corner of the Property inspector. You can then click and drag the corner of any hot spot to adjust its size and position.



11. With all the links set in the banner and on the navigation bar at the bottom of the page, you're ready to save the template.



When you add images or create an image map, it's always good practice to add a description of the image as alternate text. This text description appears in a Web page if the image isn't visible to visitors, and it's read aloud to visitors who use special *screen reader* browsers. You can add alternate text in the Accessibility Attributes dialog box or by selecting an image or hot spot and typing it into the Alt field in the Property inspector.

## Creating Rollover Images

### Stuff You Need to Know

#### Toolbox:

- ✔ Adobe Dreamweaver
- ✔ Adobe Photoshop Elements or a similar program that supports layers
- ✔ The Family template files from this book's companion site (see the Introduction for details)
- ✔ Images to personalize the template
- ✔ **Note:** You should have already completed the preceding tasks in this chapter

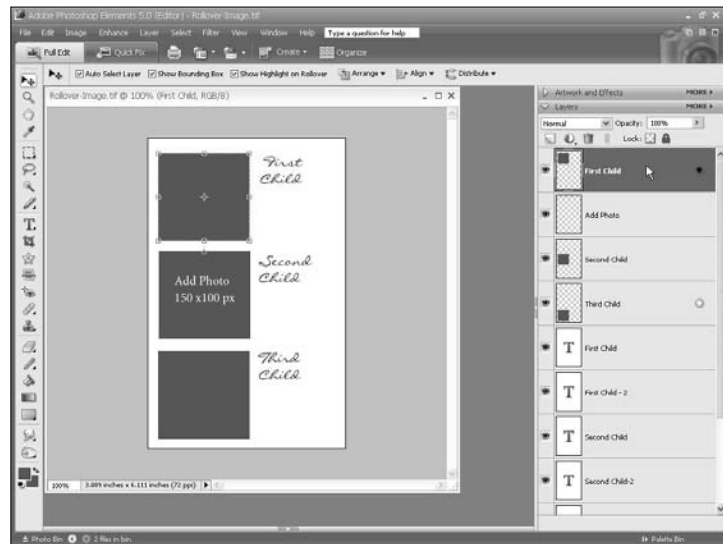


**Time needed:**  
About two hours

Rollover images, as their name implies, are designed to react when someone rolls a cursor over an image. The effect can be as dramatic as replacing the first image with a completely different one or as subtle as changing the text color from blue to yellow, for example.

The first step is to create two images that are exactly the same size. Although they can look completely different, they need to take up the same amount of space in the Web page so that the rollover works properly.

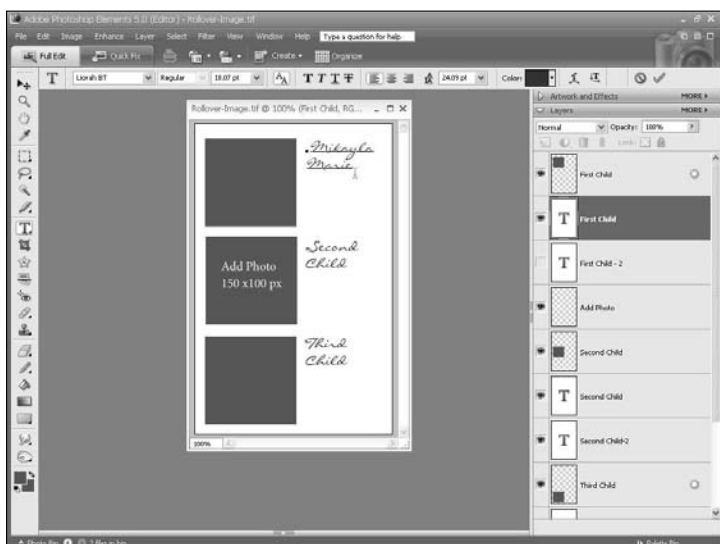
In this task, you discover how to create two images in Photoshop Elements and use them in a rollover effect in Dreamweaver:



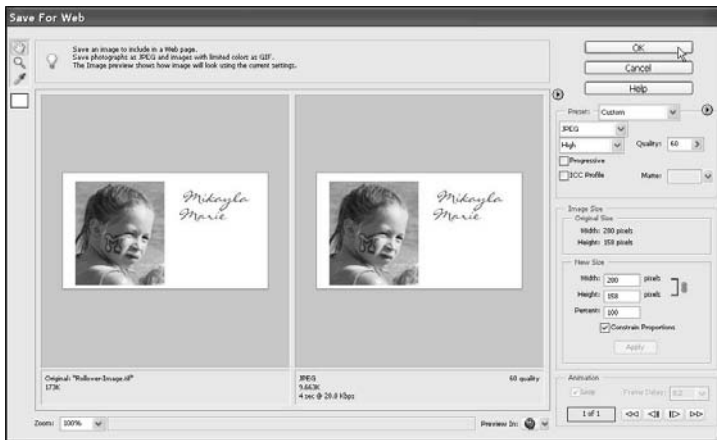
1. Start by creating (in Photoshop Elements or a similar program) two images that are the same size. If you're using the Family template files, you can start by opening the file named `Rollover-Image.tif` in the Images folder. This image template is designed to create a row of three rollover images for the front page of the design.



2. One trick to creating a good rollover image is making sure that the text and other elements line up properly. In the template file, you can see that I achieved this goal by creating two layers (one for each color of text I'm using) and placing one text layer on top of another. You can turn layers on and off by clicking in the Layers palette, and you can identify the layers by their names — For example, *First Child* and *First Child-2*.

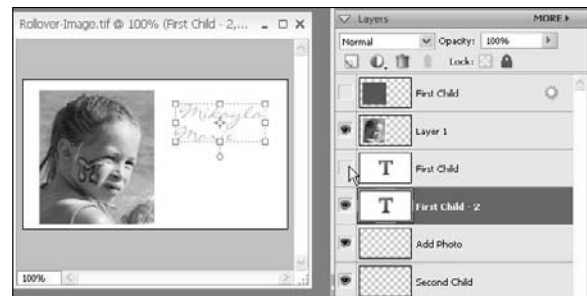


3. You can replace the text by selecting it and then typing text in its place. To change the text on both layers, click to turn each layer on or off in turn by clicking in the Layer visibility box, just to the left of each layer name in the Layers palette. The eye icon in the Layer visibility box indicates that a layer is turned on; if the box is blank, the layer is turned off. Use the Text tool in the Toolbox to replace the text, and use the Move tool to reposition it.
4. Now the trick is to save each section of the rollover image as a separate file. Start by cropping out only what you want in each rollover. In this example, I'm cropping out just the first child's text and photo. (You find instructions for adding photos to these templates in the "Editing Image Templates" task, earlier in this chapter.)

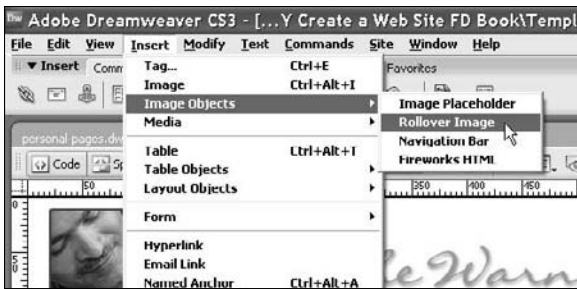


5. After the image is cropped, turn on just the layers you want to appear when the image is first loaded on the page: Just click the eye icon to turn layers on and off. When you have only the layers you want visible, choose File⇨Save for Web and optimize the image for the Web.

6. Then turn on the layers you want visible when the rollover image is triggered, and save a second copy of the image with a different name. I like to use the numbers 1 and 2 in the names so that I can easily distinguish between images when I create the rollover in Dreamweaver in Step 7.

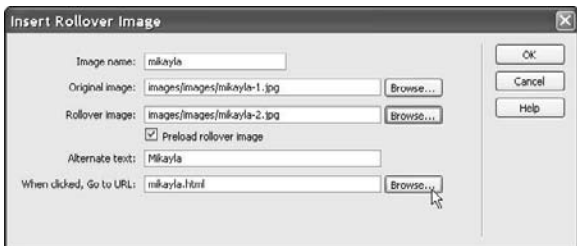
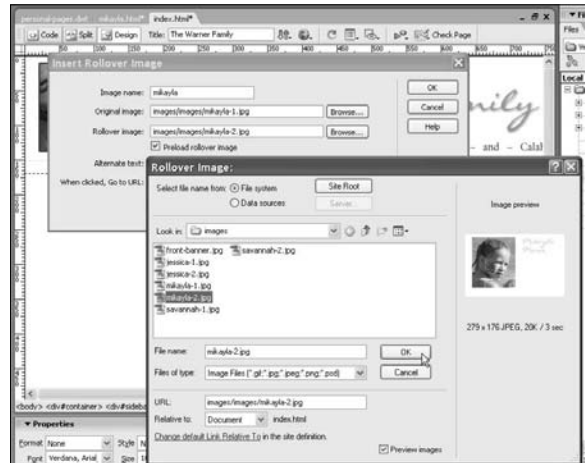


7. After the images are prepared, open Dreamweaver and open the index.html page, where you set up the rollover. If you already added images to the index.html file, you can simply replace them with the rollover images you just created. Start by deleting any images you want to replace.



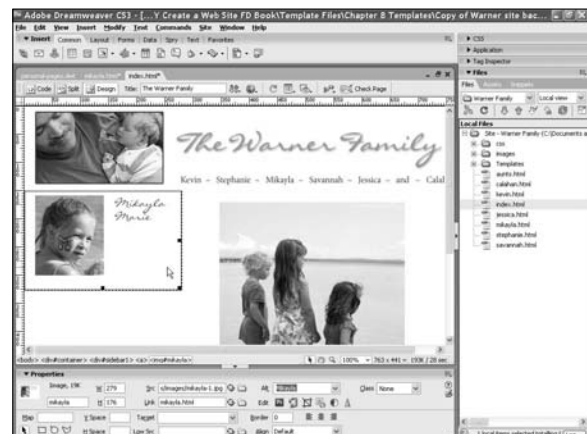
9. In the Insert Rollover Image dialog box, first give the rollover a name. The name is used in the script that controls the rollover and must be one word with no special characters. Next to the Original Image field, click the Browse button and select the first image (in this example, mikayla-1.jpg). Then click the Browse button next to the Rollover Image field, and select the second image (in this example, mikayla-2.jpg).

8. Click to place the cursor where you want to add the first rollover image and then choose Insert>Image Objects>Rollover Image.

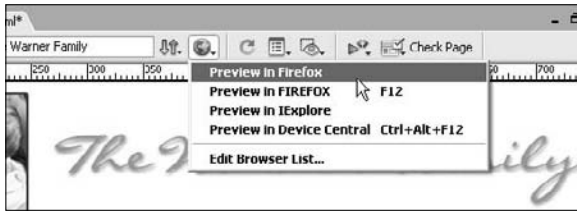


10. In the Alternate Text field, add a name or short description. Then use the Browse button at the bottom of the dialog box to select the page the rollover will link to, by clicking the filename. Dreamweaver automatically sets the link and includes the page name in the When Clicked, Go to URL field.

11. After you set all options in the dialog box, click OK. Dreamweaver automatically inserts the rollover into the page with the first image visible.







- To test the rollover image, preview the page in a Web browser, by choosing File→Preview in Browser or clicking the Preview icon at the top of the workspace. (It looks like a globe.)

- When you view the page in a Web browser, such as Firefox or Internet Explorer, you can see the rollover effect in action by rolling your cursor over an image to reveal the second rollover image in its place.



- As you become more skilled in using the Dreamweaver behaviors and rollover image features, you can change any or all of the images on a page when you roll a cursor over an image.



You can find lessons in controlling Dreamweaver behaviors, and other advanced features, at [www.DigitalFamily.com/dreamweaver](http://www.DigitalFamily.com/dreamweaver).

## Chapter 9

# Testing and Publishing Your Site

### Tasks Performed in This Chapter

- ✓ Testing Web pages in different Web browsers
- ✓ Using the Dreamweaver link-testing features
- ✓ Publishing a site with Web server
- ✓ Using the Dreamweaver FTP features

It's a shocking scenario: You work hard to create a page design that looks just perfect on your own computer, you publish it on the Internet and tell all your friends, and the next thing you know, your cousin in Iowa and your friends in Brazil are telling you that it looks terrible and the links are broken, and they don't know why you're wasting your time on all this crazy Web stuff. Don't let this happen to you. No matter how carefully you build your Web site, take some time to test your work before you publish the site for the entire world to see.

Before you “go live” with your site, it's a relatively simple step to use the many Dreamweaver testing features to ensure that all your links and other features work properly, by following the step-by-step instructions in this chapter. You should also preview your pages in a Web browser — or two or three — to make sure that your site looks the way you intend in the many different browsers now in use on the Internet.

In the first part of this chapter, you find detailed instructions for previewing pages and using the Dreamweaver testing tools. In the last part of the chapter, you find out how to use the built-in Dreamweaver File Transfer Protocol (FTP) features to copy your Web site from your hard drive to a Web server on the Internet.



If you're looking for information about Web-hosting services and domain registration sites, you find in Chapter 2 some recommendations and tips for choosing a Web hosting service and registering a domain name.

## *Understanding How and Why Browsers Affect a Site's Appearance*

One of the more confusing and frustrating aspects of Web design is that you can create a page design that looks good in Dreamweaver and then test it in a browser (like Internet Explorer, or IE), to confirm that it looks fine — only to discover later that it looks terrible in a different browser, such as Firefox or Safari.

There are many reasons why Web pages can look different from one browser to another, but it boils down to this: Browsers display Web pages differently because HTML and other Web technologies have evolved dramatically over the years, and not all browser makers have designed their programs to display Web design features, such as HTML and CSS, in exactly the same way.

Dozens of browsers are now in use on the Web, not counting the different versions of each browser. For example, at the time of this writing, Internet Explorer 7 is the newest release from Microsoft, but a significant percentage of Web users haven't yet upgraded and are still using IE 6 or even earlier versions. Similarly, browser companies such as Firefox and Safari have now created a number of versions that are still in use on the Web. As newer versions of these browsers are released, the way they display HTML and other Web technologies changes.

Add to that the differences between Macintosh and Windows computers, which can also affect the way Web pages appear. For example, the same font size generally looks smaller on a Macintosh than on a PC, and image colors can vary from one computer to another. And, as you might imagine, the Web pages look quite different on a 21-inch monitor than they do on a 15-inch monitor.

The result is that the same Web page can look significantly different to the many people who visit a Web site. For example, Figures 9-1 and 9-2 shown here represent the same Web page displayed in Internet Explorer 7 and in Firefox 2. The kinds of differences you see in these two browsers can become even more pronounced in even older browsers or in monitors of different sizes.



**Figure 9-1:** This page looks just as I intended it to in Internet Explorer, but I have to test it in more browsers to make sure it will look good to everyone who visits this site.

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**Figure 9-2:** In Firefox, the second column falls beneath the first because the two browsers don't display CSS in exactly the same way. By making a few minor adjustments, I made the page look good in both browsers.

This challenging aspect of Web design is at the root of many of the limitations and complications of creating Web sites that look good to everyone who may visit your pages. HTML was designed to help ensure that Web pages look good on every computer on the planet, and as a result, some of the rules of Web design may seem strange or limiting at first. Despite these efforts and a growing movement toward more standardized Web development, getting your pages to look exactly the same on every computer on the planet is difficult to impossible. As a result, most designers create pages that look as good as possible on as many browsers as they consider important, even if the same pages don't look *exactly* the same on all browsers.

Which browsers you should design for depends on your audience. If you have the luxury of having accurate reports on the visitors to your site, you can see a list of all of the browsers used by visitors to your site. (You can find in Chapter 14 two excellent Web-statistic services that include browser-usage information.) For example, your Web statistics may reveal that 40 percent of your audience uses IE 7; 20 percent uses IE 6; 5 percent uses IE 5; 30 percent uses Firefox; and 5 percent uses Safari. With those numbers in mind, you may decide that your pages should look attractive in Internet Explorer 6 and 7 and Firefox but settle for them not looking quite as good in Safari and older versions of IE, which display some features quite differently.

Entire books and Web sites are dedicated to the differences among browsers, and how to best design for everyone on the Web. To help keep things simpler for you, I include templates in this book that are designed to look best in the most-recent and most-commonly used browsers on the Web, including Internet Explorer 5 and 6, and Firefox 1 and 2. However, you should note that making significant changes to these designs may result in unpredictable results, which is another important reason to test your work thoroughly before you publish your site.

# Previewing Web Pages in Multiple Browsers

## Stuff You Need to Know

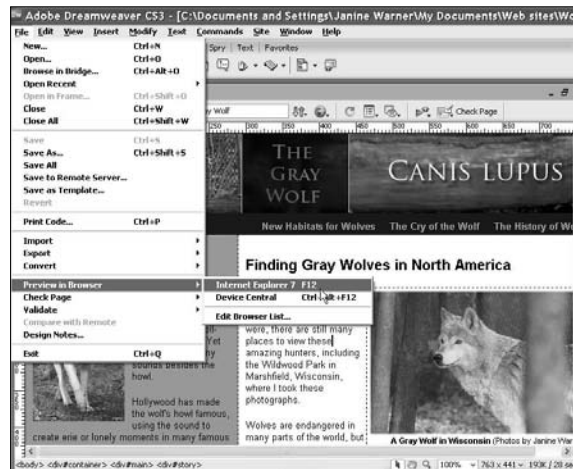
### Toolbox:

- ✓ Adobe Dreamweaver
- ✓ Microsoft Internet Explorer
- ✓ Mozilla Firefox
- ✓ Safari or another Web browser
- ✓ Completed Web pages



**Time needed:**  
Less than half an hour

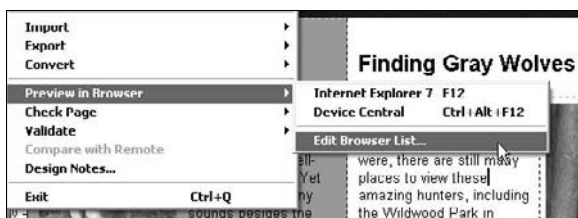
Previewing your Web pages in a variety of Web browsers is the simplest way to make sure that they look suitable to most of your visitors. The following task walks you through the process of adding browsers to Dreamweaver for easy previewing and for viewing the same Web page in multiple browsers.



1. Open a Web page that you want to preview in Dreamweaver, choose File→Preview in Browser, and select a Web browser from the list of browser options. (You find out how to add more browsers to this list in Steps 3 and 6.)

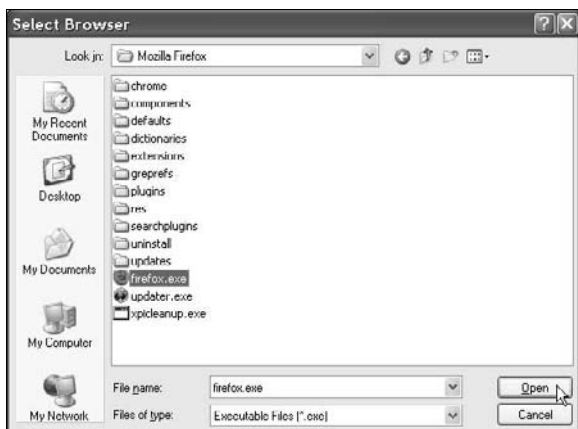
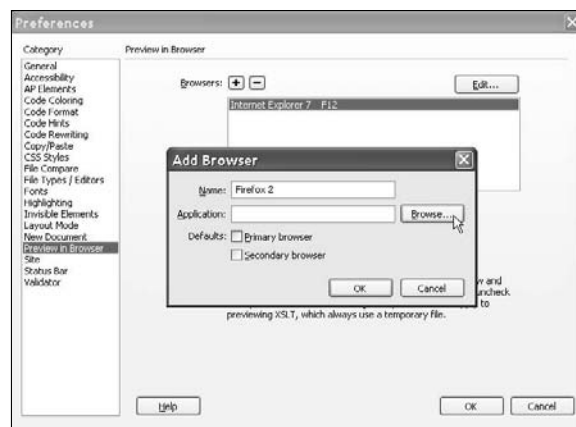


2. Study the page carefully, and test links, rollovers, and any other special effects to make sure that the page appears the way you want in the Web browser.



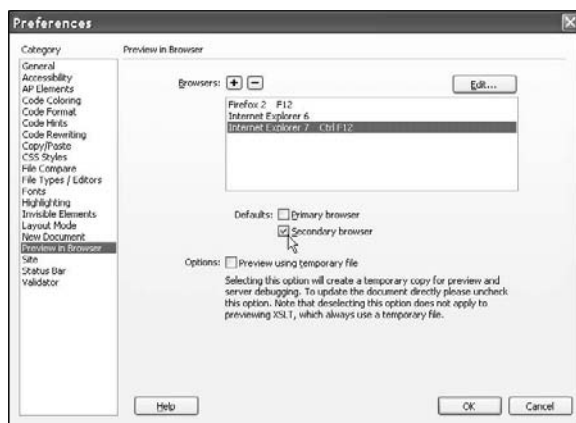
- Return to Dreamweaver to make any changes you want to the page and to test the same page in other Web browsers. To add browsers to the preview list, choose File->Preview in Browser and then select Edit Browser List.

- In the (Preview in Browser) Preferences dialog box, click the plus (+) sign at the top of the dialog box to open the Add Browser dialog box. Enter a name for the browser. (I like to include the version number as well as the name, as I have here, with Firefox 2.) Click the Browse button.



- Find on your hard drive the browser you want to add, click to select it, and then click Open to add it to the browser list in Dreamweaver. Note that you can only add browsers to Dreamweaver that are on your hard drive. (See the nearby sidebar “Downloading new browsers” to find out more about finding and downloading new browsers for testing.)

- Repeat Steps 3 through 5 to add more browsers to the list. You can then designate which browser you want as your *primary* browser, the browser that will be launched when the F12 key is first pressed. Note that you can also designate a *secondary* browser, which appears second on the list and will launch and display the same Web page if you press the F12 key twice.





7. You can also preview a page in a browser by clicking the Preview/Debug in Browser icon (it looks like a globe), at the top of the workspace, and selecting any browser from the list.

8. In addition to any browsers you add to the preview list, note that you can choose to preview your pages in Dreamweaver's Device Central, which emulates a variety of cellphones and other handheld devices. Device Central is a new feature in Dreamweaver version CS3. (You don't have this option if you're using an older version of Dreamweaver.) You can preview the same page in many different devices by first clicking the plus sign next to the device type and then any of the devices listed within each group.



## Downloading new browsers

How do you put new browsers on your hard drive so that you can preview your pages with them? The simplest way to get the latest versions is to visit the Web sites of the companies that create the most popular browsers:

Microsoft Internet Explorer: [www.microsoft.com/ie](http://www.microsoft.com/ie)

Mozilla Firefox: [www.firefox.com](http://www.firefox.com)

Apple Safari (Mac only): [www.apple.com/safari](http://www.apple.com/safari)

For older browser versions and more obscure browsers, check out <http://browsers.evolt.org/>, a browser archive created and maintained especially for Web designers.

## Using the Dreamweaver Link Testing Features

### Stuff You Need to Know

#### Toolbox:

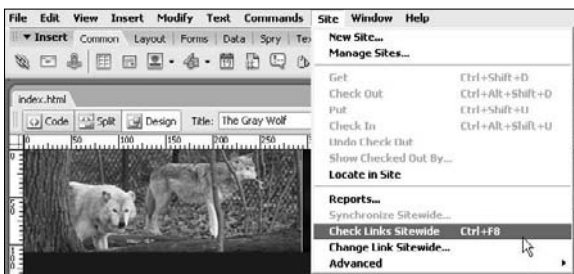
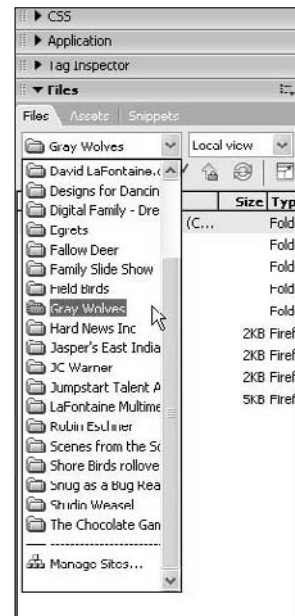
- ✓ Adobe Dreamweaver
- ✓ A Web site with linked pages



**Time needed:**  
About half an hour

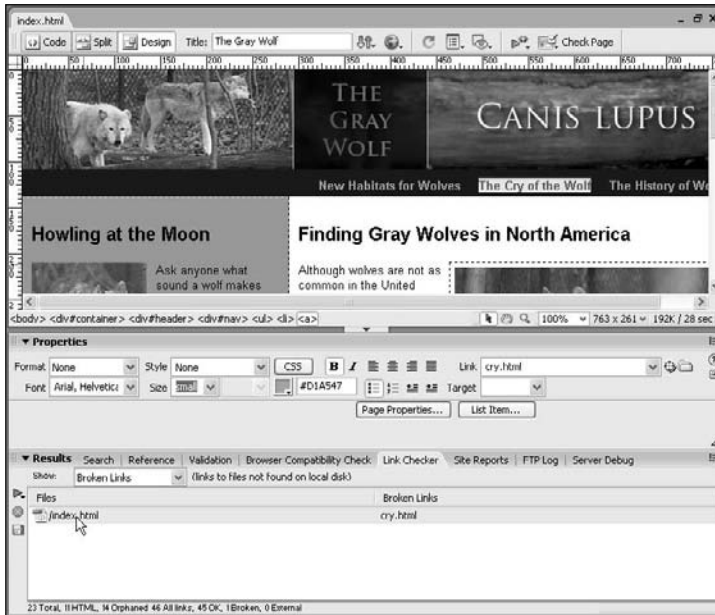
Test, test, and test some more. To help you ensure that all the bells and whistles on your Web site ring and ding the way they should, a variety of Dreamweaver features makes it easy to test your pages for broken links and other potential problems. In the task that follows, you find instructions for using some of these high-powered testing tools on a completed Web page.

1. Make sure that the site you want to test is selected and active in the Files panel. If you haven't yet completed the site setup process, see Chapter 5 to take care of this important initial step.



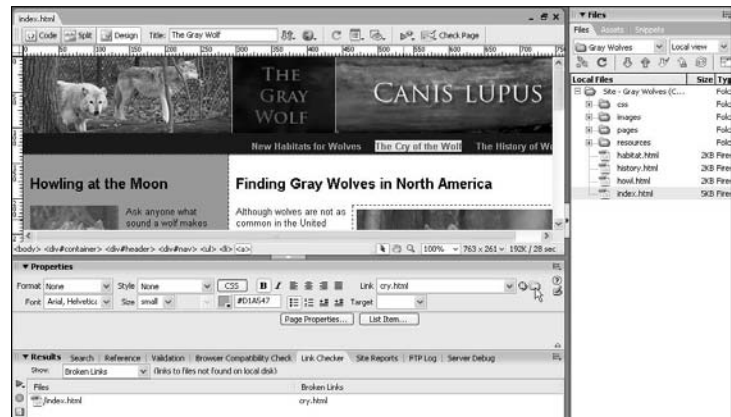
2. To test the links in a Web site, choose Site⇨Check Links Sitewide. (Note that no page in the Web site has to open for this feature to work.)



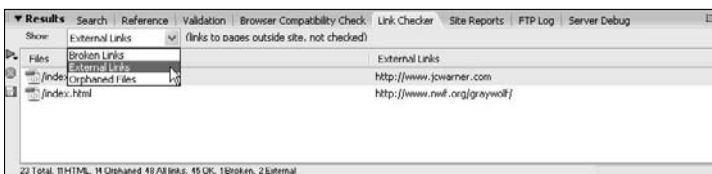


3. The report from the Check Links feature is displayed at the bottom of the workspace. If Dreamweaver reports a broken link, like the one shown here (to the file `cry.html`), double-click the filename, and Dreamweaver highlights the corresponding text or image with the broken link so that you can easily see where you need to fix the link.

4. You can fix broken links in a number of ways; the simplest is to reset the link by following the same steps you find in Chapter 5 for creating links. In the example shown here, where I'm fixing a link from one page in a Web site to another page in the same site (an *internal link*), start by making sure that the linked text is selected and then use the Browse button (the yellow file folder next to the Link field) in the Property inspector to locate the correct filename.



5. Use the Show drop-down list shown here to view all the orphaned files in a site. *Orphaned* files are HTML files that aren't linked or images and multimedia files that aren't inserted into any page. You also display a list of external links (links to sites outside this site) so that you can test them to make sure that the Web site address hasn't changed. Note that external links can be checked only when a page is previewed in a browser on a computer with an active Internet connection.



## Setting Up FTP in Dreamweaver

### Stuff You Need to Know

#### Toolbox:

- ✓ Adobe Dreamweaver
- ✓ A Web site ready to be published
- ✓ A Web server or hosting service



**Time needed:**  
About half an hour

Okay, you created a Web site and tested it, and you're ready to upload it to the Web. It's time to put the Dreamweaver publishing tools to work. If you're using a commercial service provider, you most likely need the Dreamweaver FTP features, covered in detail in this task and the remaining tasks in this chapter.

Note that you must complete the site-setup process, covered in the beginning of Chapter 5, before you can configure the site for uploading. You also need the following information from your Web hosting service (find tips for choosing a Web host in Chapter 2):

- ✓ The FTP host name
- ✓ The path to the Web directory (optional but useful, and should look similar to this: `/web/htdocs/jcwarner`)
- ✓ An FTP login or user name
- ✓ An FTP password

After you gather all your FTP information and complete the site setup, you're ready to access the Dreamweaver publishing tools and prepare the program to upload your Web site. In this task, you set up Dreamweaver to connect to your server via FTP, a process you need to do only once for each site you work on. In the next task, you use Dreamweaver to upload pages to your server by using the connection you establish in this task. Follow these steps:

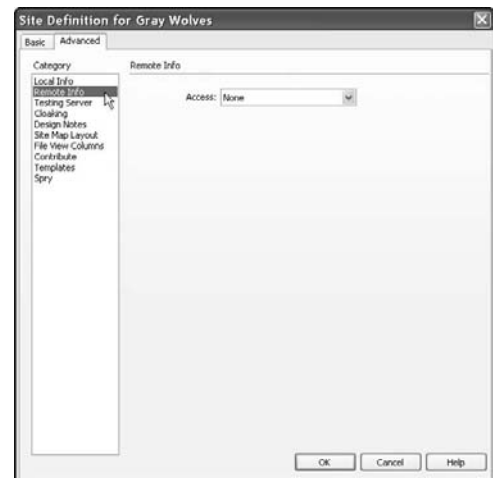
1. Choose Site ⇨ Manage Sites to open the Manage Sites dialog box. Alternatively, you can choose Manage Sites from the bottom of the Site drop-down list in the Files Panel, as shown in this figure.



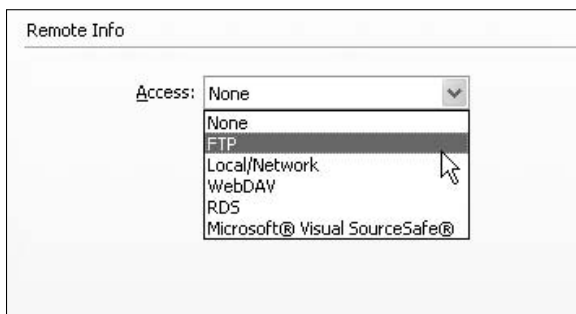


2. In the list of defined sites, select the site you want to publish and then click the Edit button.

3. Select the Advanced tab from the top of the Site Definition dialog box, and then select the Remote Info category from the left side.



4. Click the drop-down arrow to the right of the Access box, and then select the publishing option best suited to your Web server and development environment. If you're using a commercial Web host (the most common option for small do-it-yourself sites), choose FTP. If you're working at a university, a large company, or an organization that has its own Web servers, refer to the nearby sidebar, "The multiple Dreamweaver publishing options," to understand your choices here, and check with your system administrator to find out which option is best for your system.



Remote Info

Access: FTP

FTP host: ftp.digitalfamily.com

Host directory: /web/digitalfamily

Login: family Test

Password: ●●●● Save

Use passive FTP

- In the FTP Host text box, type the host name of your Web server. In my example, I used `ftp.digitalfamily.com`. In the Host Directory text box, type the directory on the remote site in which documents visible to the public are stored. In my example, I used `/web/digitalfamily/`. The information you enter in this field depends on your server. In some cases, you can leave the field blank if you log in directly to your site; in other cases, you use a different path, such as `users/mysite/domain`. Check with your service provider or site administrator to find out how your server is set up.

- Enter your login name and password. Web services require a username and password to gain access to your Web server, to ensure that you're the only person who can make changes to your Web site. If you select the Save check box, Dreamweaver stores the information on your local computer and you don't have to retype it every time you log in to your Web server. Click the Test button to make sure that you entered everything correctly. If there are no problems, Dreamweaver responds with the message `Adobe Dreamweaver CS3 connected to your Web server successfully`.

- Select the Use Passive FTP option or the Use Firewall option only if your service provider or site administrator instructs you to do so. If you use a commercial Web-hosting service, you shouldn't need to select any remaining options in this section of the dialog box. Select Use Secure FTP if you have a secure Web server, but be aware that not all hosts support secure FTP. If you select this option and see an error message when you press the Test button, deselect the option and test again.

Use passive FTP

Use IPv6 transfer mode

Use firewall Firewall Settings...

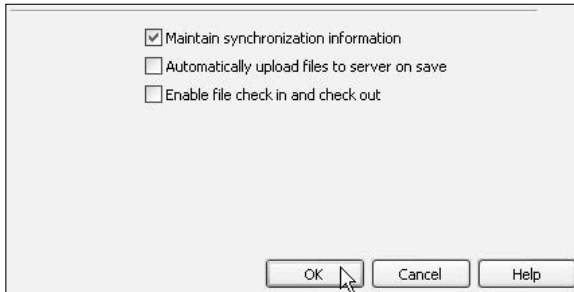
Use Secure FTP (SFTP)

Server Compatibility...



TIP

If you try to connect to your server and see the message "An FTP error occurred," it usually means that you entered characters incorrectly. Be very careful as you type your username, password, and other information, because most servers are case sensitive and require that these fields be filled in with the exact host, directory, login, and password information. If you still have trouble, contact your service provider or site administrator to ensure that you have all the correct information for connecting to your server. Setting up all this information correctly the first time can be tricky, and each service provider is different.



8. Click to select the Maintain Synchronization Information check box; Dreamweaver then automatically keeps track of any changes you make to pages on your local computer that haven't been uploaded to the server. **Note:** I never recommend that you select the Automatically Upload Files to Server on Save check box because I think that you should test your pages on your local computer before you publish them to the local site. Leaving this box deselected prevents the possibility of accidentally uploading errors automatically every time you save a page on your local computer. The Enable File Check In and Check Out option opens an advanced feature that can be used to track files when multiple people are working on a Web site. You can find more information on this and other site-management features in my book *Dreamweaver CS3 For Dummies* (Wiley Publishing).
9. Click OK to save your Web server information settings and close the Site Definition dialog box. You're ready to start using the Dreamweaver FTP features, covered in the next section.

## *The multiple Dreamweaver publishing options*

In the Remote Info category of the Site Definition dialog box, you find five options when you click the Access drop-down list. The following list briefly describes when you should select each choice. (If you're using a commercial Web-hosting service, the FTP option should be your best choice.)

- **None:** When you aren't uploading your site to a server or when you aren't yet ready to fill in these settings.
- **FTP:** When you're using the built-in Dreamweaver File Transfer Protocol features, which are covered in detail in the following section. You're most likely to need these settings if you're using a commercial Web-hosting service.
- **Local/Network:** When you're using a Web server on a local network, such as your company or university server. For specific settings and requirements, check with your system administrator.
- **WebDAV (Web-based Distributed Authoring and Versioning):** When you're using a server with the WebDAV protocol, such as Microsoft IIS.
- **RDS (Remote Development Services):** When you're using ColdFusion on a remote server.
- **Microsoft Visual SourceSafe:** When you're using Microsoft Visual Source Safe. (This option is available only in Windows.)

## Uploading Files with the Dreamweaver FTP Features

### Stuff You Need to Know

#### Toolbox:

- ✓ Adobe Dreamweaver
- ✓ A Web site with linked pages
- ✓ Access to a Web server



**Time needed:**  
About half an hour

After you enter all your Web server and login information into Dreamweaver (as you do in the previous task), you can upload files to your server and retrieve them at any time by using the built-in FTP capabilities of Dreamweaver.

To transfer files between your hard drive and a remote server, follow these steps:



1. Make sure that the site you want to upload is selected and visible in the Files panel and that you entered all the FTP settings described in the previous section. Then, in the upper-left corner of the Files panel, click the Connects to Remote Host icon. (It looks like a plug and an outlet.)

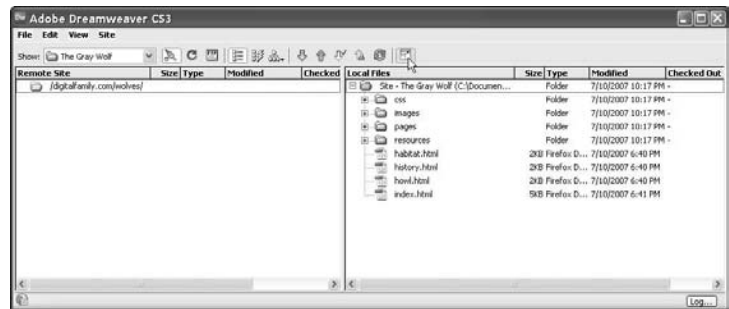


If you're not already connected to the Internet, the Connects to Remote Host icon attempts to start your Internet connection. If you have trouble connecting this way, try establishing your Internet connection as usual to check e-mail or surf the Web, and then return to Dreamweaver and click the Connects to Remote Host icon after establishing your Internet connection. When your computer is online, Dreamweaver should have no trouble automatically establishing an FTP connection with your host server.

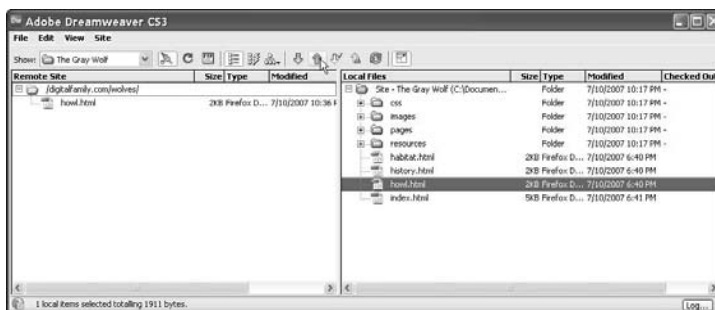


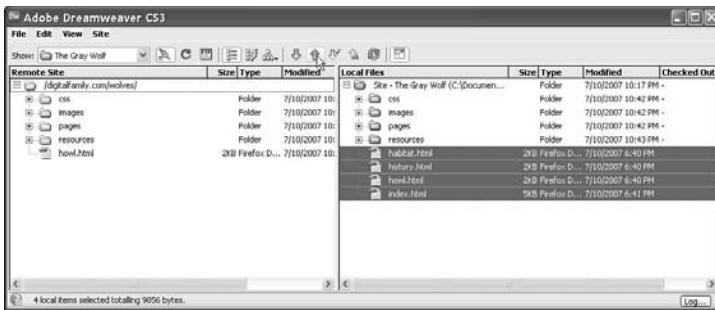
- When the connection is established, the blue Connects to Remote Host icon changes to look like the plugs are connected (or, dare I say, plugged in). After the connection is established, you can view the files and folders on your Web server by choosing Remote View from the drop-down list in the upper-right corner. (It's shown open in this figure.) Using the drop-down arrow, you can easily switch between Local view, which displays the files and folders in the root site folder on your local hard drive, and Remote view, by selecting each one in turn.

- To see both Local and Remote views simultaneously, expand the Files panel by clicking the Expand icon, in the upper-right corner of the Files panel. With the panel expanded, you can upload and download files by dragging them from one pane to the other. To minimize the Files panel, click the same icon again. In this figure, the Files panel is expanded and the cursor is hovering over the icon, which is labeled Collapse when the Files panel is expanded.



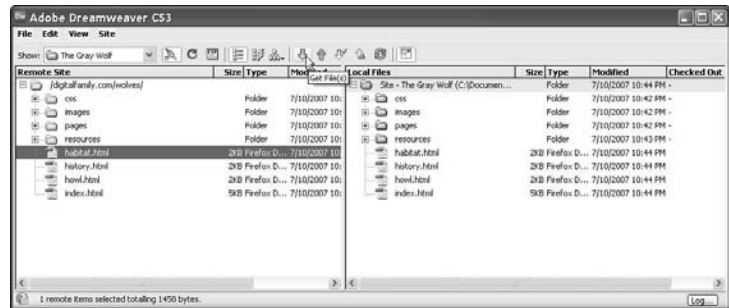
- To *upload* a file (transfer a file from your hard drive to your Web server), select the file from the Local View panel (which displays the files on your hard drive) and click the Put Files icon (the up arrow) in the Files panel. If a dialog box appears with the message Put dependent files, choose No, to upload only the selected file. Choose Yes, and Dreamweaver uploads the selected file, plus any files that appear within that file, such as images or multimedia files that are inserted into a page.





- Files are copied to your server when you transfer them, leaving the file on the local computer untouched. You can select multiple files or folders to be transferred simultaneously.

- To *download* files or folders (transfer files or folders from your Web server to your hard drive), select the files or folders from the Remote Site panel (which displays the files on your server) and click the Get Files button (the down arrow) in the Files panel. The files are automatically copied to your hard drive when you transfer them.



When you copy files to or from your server, the files you're transferring overwrite the files already at the destination. Dreamweaver notifies you about the overwriting if it notices that you're replacing a newer version of a file with an old one, but it's always a good idea to double-check before you overwrite a file.



After you upload files to your server, test your work by using a Web browser to view the pages online. Sometimes, things that look and work fine on your computer don't work on the server, so you should always test the pages on the server right away.

## Using dedicated FTP programs

If you prefer to use a dedicated FTP program rather than the built-in Dreamweaver features, you can download one of these popular FTP programs for the Mac or PC:

- ✓ **FireFTP:** A Firefox add-on that you can download for free from [fireftp.mozdev.org](http://fireftp.mozdev.org).
- ✓ **WS\_FTP:** On a PC, you can find this program with the unusual name at [www.ipswitch.com](http://www.ipswitch.com).

- ✓ **CuteFTP:** Download this Windows program from [www.cuteftp.com](http://www.cuteftp.com).
- ✓ **Fetch:** If you use a Macintosh computer, check out this program, available at [www.fetchsoftworks.com](http://www.fetchsoftworks.com).
- ✓ **Transmit:** You can download this program, also for the Mac, at [www.panic.com/transmit](http://www.panic.com/transmit).



## Synchronizing Local and Remote Sites

### Stuff You Need to Know

#### Toolbox:

- ✓ Adobe Dreamweaver
- ✓ A Web site with linked pages
- ✓ Access to a Web server



#### Time needed:

About half an hour

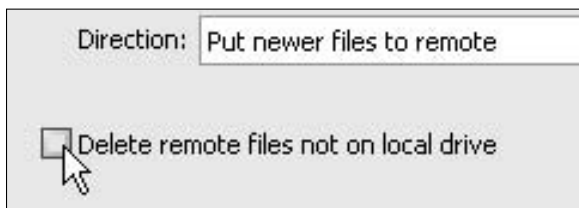
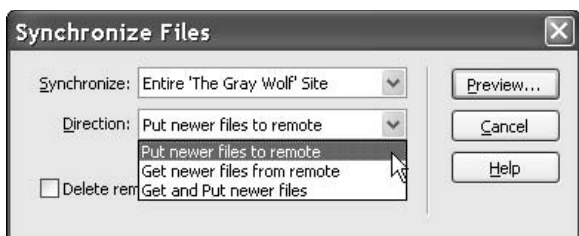
One of the most valuable features in the Dreamweaver FTP options is the capability to automatically synchronize the files on your hard drive with the files on your Web server. This feature is cool because it helps you keep track of which pages you edited and ensures that they were updated on the server.

This feature may not matter much to you the first time you upload your site, or if you have only a few pages in your site, but if you have a large site and make frequent updates, this feature is a wonderful way to ensure that all your changes reach your server. You can easily forget a file when you're making several updates at once. Dreamweaver also confirms which files are updated after you complete the synchronization.

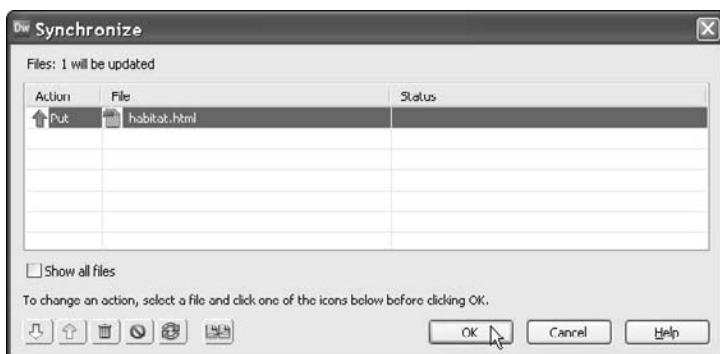
Follow these steps to synchronize your Web site:

1. Make sure that the site you want to work on is selected in the Files panel and connected to the server. (See the previous two tasks for instructions on these preliminary steps.) Click the Expand/Collapse icon to enlarge the Files panel and view the remote and local sites simultaneously. (To minimize the Files panel, click the Expand/Collapse icon again.)





3. Make sure that the Delete Remote Files Not on Local Drive check box is deselected. *Be careful:* I generally recommend that you leave this check box deselected because you may have folders and files on the server, such as log files or program files that don't exist on your hard drive, that you don't want to delete inadvertently.



2. Choose Site→Synchronize or click the Synchronize icon (the double-headed circular blue arrow), and the Synchronize Files dialog box opens. In the Synchronize drop-down list, choose either the Entire Site or Selected Files Only option. In the Direction drop-down list, choose which option you want to use to copy the files. This list describes the options:
  - *Put Newer Files to Remote:* Copies the most recently modified files from your local site to the remote site. Select the Delete Remote Files Not on Local Drive check box if you want those files removed from your Web site.
  - *Get Newer Files from Remote:* Copies the most recently modified files from your remote site to the local site. Select the Delete Local Files Not on Remote Server check box if you want to remove those files from your local copy.
  - *Get and Put Newer Files:* Updates both the local and remote sites with the most recent versions of all the files and folders.

4. Click the Preview button, and Dreamweaver automatically compares the files on your local hard drive with the ones on the remote server. When the comparison is complete (it can take several seconds), the Synchronize dialog box displays any files that Dreamweaver has identified and indicates whether they need to be uploaded or downloaded (in keeping with the options you specified in Step 3). Use the icons in the lower-left corner of this dialog box to change any of the proposed Dreamweaver actions. Click OK, and Dreamweaver automatically transfers files and then updates the Synchronize dialog box with the status of the process.

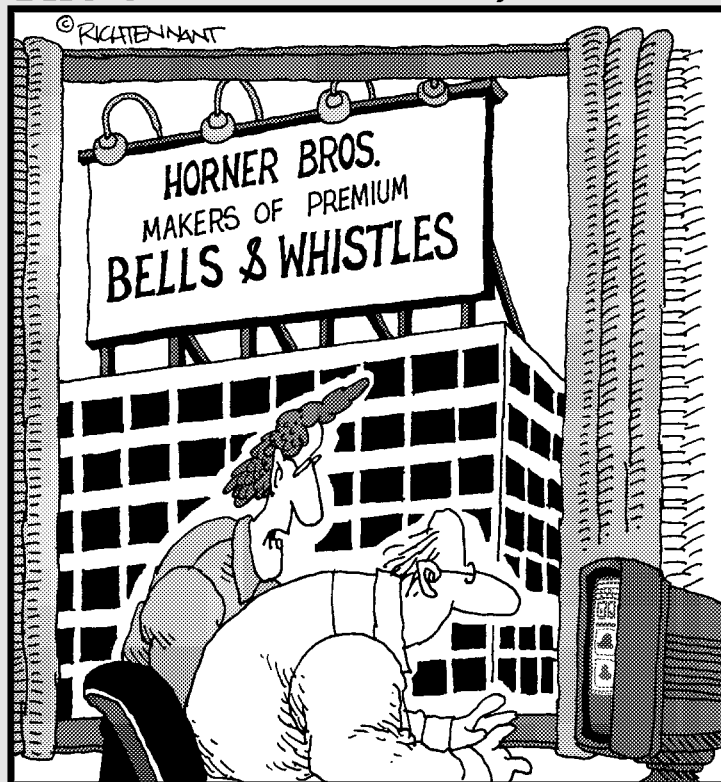


# Part III

## Going Web 2.0

### The 5<sup>th</sup> Wave

By Rich Tennant



"As a Web site designer I never thought I'd say this, but I don't think your site has enough bells and whistles."



## Chapter 10

# Designing a Blog



### Tasks Performed in This Chapter

- ✓ Starting a blog with Blogger.com
- ✓ Writing and styling posts with panache
- ✓ Making the most of your blog template
- ✓ Putting your blog on your own Web site

**B**logging is a hot technology. All the fanciest Web sites are parading around in permalinks and comments, and for good reason: Blogs have proven to be exceptionally successful at generating interest and traffic to a Web site, and in making interesting connections with readers.

All kinds of people are choosing to start a blog, too. No matter what you read in the newspaper, blogs are being created by more than just teenagers. Top-level executives at General Motors are using a blog to connect vice presidents with buyers of Chevy Camaros (visit [fastlane.gmblogs.com](http://fastlane.gmblogs.com)). Staff members of Mäni's Bakery in Los Angeles keep their customers up-to-date on the latest soup specials with their blog at [www.manisbakery.com](http://www.manisbakery.com). Smart and funny indi-

vidual bloggers have readers they have never met — check out Joey Devilla's musings on his blog, *The Adventures of Accordion Guy in the Twenty-First Century* ([joeydevilla.com](http://joeydevilla.com)).

For all the talk about blogs, the word *blog* is about as clear as mud, so perhaps a definition is in order. A *blog* (short for *Web log*) is a collection of writings or multimedia content, displayed in reverse chronological order, sorted by category and date, that offers readers the ability to leave comments for the writer or for other readers. Blogs are essentially a flavor of Web site, but one that's quite standardized in the way it's presented, and used by all kinds of people to discuss an amazing range of topics.

Blogs are a useful way to encourage dialogue on your Web site and to build community. (It's a hot topic in today's Web 2.0 world.) Most Web site owners love the idea of creating a group of loyal visitors, and I would bet you're no different! This chapter shows you the options that are available if you want to blog, by focusing on using a popular and free service from Blogger.com. You find out how to set up your account, post entries, customize the blog's look and feel, and even integrate your blog directly into your Web site.

# Starting a Blog at Blogger.com

## Stuff You Need to Know

### Toolbox:

- ✓ An updated Web browser, such as Internet Explorer 7.0 or Firefox 2.0
- ✓ An e-mail address



**Time needed:**  
Less than half an hour

Your blogging software options are as numerous as the function keys at the top of your keyboard, so how do you choose one service over another — or know what they do in the first place? Although I can't help you with your function keys, blogging software is another matter: One of the quickest and most flexible services is available at Blogger.com. Blogger's *free* and robust blogging tool includes some nice bells and whistles. You can sign up and get started very quickly.

If you aren't sure that you want to blog or you're thinking of using other software down the road (or you're just curious), Blogger.com is also an excellent place to become familiar with how blogging software works.

In this step-by-step task, you can see how easy it is to sign up for a blog and get started:



1. Open your Web browser, point it to `www.blogger.com`, and click the Create Your Blog Now button.

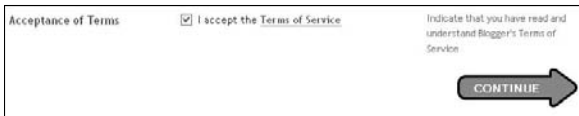
2. Type your e-mail address in the Email Address field, and then type it again in the Retype Email Address field. Type a password in the Enter a Password field, and then type it again in the Retype Password field to confirm it. The password-strength indicator tells you how secure your password is — that is, how easily someone else might be able to guess it. Click the Password Strength link to read about making your password harder for others to figure out.

|                                    |                                                                          |                                                                                                                                          |
|------------------------------------|--------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| Email address (must already exist) | <input type="text" value="youremail@youremailhost.com"/>                 | You'll use this address to log in to Blogger and other Google services. We'll never share it with third parties without your permission. |
| Retype email address               | <input type="text" value="youremail@youremailhost.com"/>                 | Type in your email address again to make sure there are no typos.                                                                        |
| Enter a password                   | <input type="password" value="*****"/><br><b>Password strength:</b> Fail | Must be at least 6 characters long.                                                                                                      |
| Retype password                    | <input type="password" value="*****"/>                                   |                                                                                                                                          |

3. When you post to your blog, your name appears as the author of your writing. Type your name, or the name you want to use on your blog, in the Display Name field. You can change this name later, if necessary.

|              |                                            |                                        |
|--------------|--------------------------------------------|----------------------------------------|
| Display name | <input type="text" value="Janine Warner"/> | The name used to sign your blog posts. |
|--------------|--------------------------------------------|----------------------------------------|

- In the Word Verification field, type the funny-looking letters you see. The *Word verification* technique is used on many Web forms to ensure that a human, rather than a computer script, is filling out the form. Many spammers set up scripts to fill out Web forms in order to display spam messages on blogs or send them by e-mail.



- Click to select the Terms of Service check box, to indicate your compliance with the Blogger terms of service, and then click Continue. You should always know what you're agreeing to, so click the Terms of Service link to read the Blogger rules. After you click Continue, the screen that allows you to name your blog loads.

- Give your blog a name in the Blog Title field. Blog names are generally short and catchy. The key is to make it memorable for readers. If you aren't sure yet what to name your blog, don't worry: You can change the name later.



- Choose the URL (Web address) for your blog and type it in the Blog Address field. Click the Check Availability link to see whether the blog address you want to use is available; Blogger suggests alternatives if the name you want to use is taken.

- In the Word Verification field, type — again! — the funny-looking letters you see. (Those spammers are persistent.) When you're done, click the Continue button to display the final setup screen, where you choose a template for your blog.



- Scroll through the available designs to find one that appeals to you. When you find one, click to select the radio button below it and then click Continue. If you want to see a bigger version of the template, click the Preview Template link below the thumbnail version you're interested in. A larger version of the template opens in a separate window. Simply close the window when you're finished. You can change your template later, if necessary. After you sign up for a blog, you're ready to start posting. See the next task for details.



## *Blogging software options*

I talk extensively about Blogger in this chapter, but it is by no means the only, or even the best, blogging solution out there. If a blog is an important part of your Web plans, spend some time researching the available solutions to find the one that fits both your plans and your pocketbook.

Because Blogger is *hosted* blog software, you use its Web servers to publish and store your blog. Some software packages, however, can be installed directly on your own Web server, giving you more control and better ability to customize. Hosted solutions are fast and easy to use, and installed solutions offer more features and better control.

Here are two other hosted solutions you can take a look at:

**TypePad**, at [www.typepad.com](http://www.typepad.com), has three pricing levels, depending on the level of functionality you want, and it's proving to be the platform of choice for busy professionals who want the convenience of a hosted service with more support and a larger feature set.

**WordPress** is a recent addition to the hosted software family. Like Blogger, it's free, and although it's quite easy to use, it doesn't yet have the level of template customization that Blogger offers. Sign up for WordPress at [www.wordpress.com](http://www.wordpress.com).

If you want to install software on your own Web server, here's a description of the major players:

**Movable Type** is the granddaddy of blogging software, the gold standard to which all others are compared. It has tons of helpful features, and if you develop the proper skills, you can make this software jump through hoops for you. Check it out at [www.movabletype.com](http://www.movabletype.com).

**WordPress** is the one that lots of bloggers swear by (the version you can install on your own server as opposed to the hosted version). They point out that you can't beat the features it offers for the price. This software is free. It's open source, so if you want to dig into the guts of your code, this excellent choice is available at [www.wordpress.org](http://www.wordpress.org).

**ExpressionEngine** has its roots in blogging software but is evolving into a fully featured content-management system with excellent blogging tools. Throw in extras like photo galleries, shopping cart modules, forums, polls, and more, and you can use this product to run your blog *and* the rest of your Web site. It's at [www.expressionengine.com](http://www.expressionengine.com).

I mention only six blogging options here, but you can check out dozens, including many on social networking sites like MySpace. Take a good look at your options as you make your decision to find just the right set of features for your situation.



Blogger is part of the family of Web services made available by Google. If you have an account with another Google application, like Gmail, you can use it when you sign up for Blogger. If you have a Google account and Blogger recognizes that you do, some of the fields mentioned in these steps are already filled out for you. If you sign in with a Google account, start with Step 6 to create a blog.

## Posting to Your Blog

### Stuff You Need to Know

#### Toolbox:

- ✓ An updated Web browser, such as Internet Explorer 7.0 or Firefox 2.0
- ✓ A blog on Blogger.com



#### Time needed:

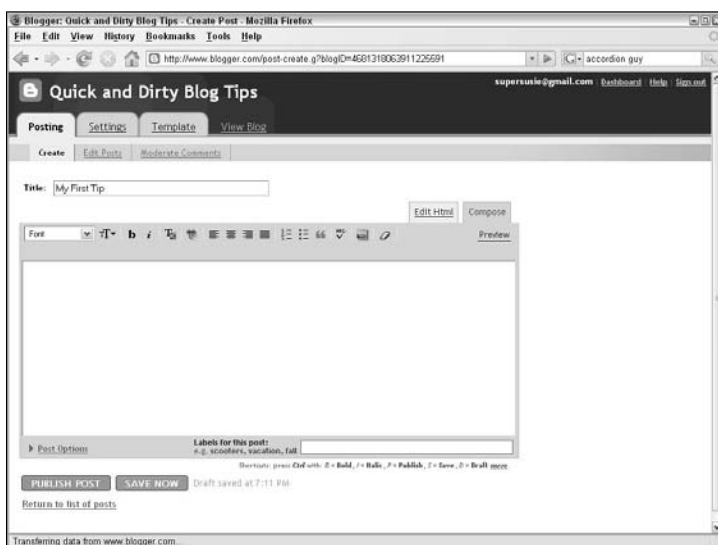
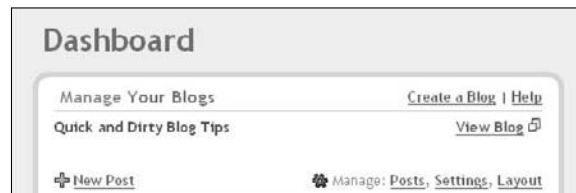
Less than half an hour (unless you're a slow writer!)

Updates to your blog are usually called *posts*, or *entries*. Blog posts are generally short (although they don't have to be) and can be composed directly in the blogging software or written in more traditional word processing software and then pasted into the composition window. (For advice on creating a readable, interesting blog post, read the following sidebar, "Writing for your blog.")

Nearly all blogging software works similarly to word processing software, or even e-mail software. After typing an entry, you can use handy icons in the publishing interface to create text styles. Blog software also has icons you can click to accomplish simple HTML tasks, like inserting links.

Creating a new post is easy to do. In fact, if you can write an e-mail message, you can write a blog post! Follow these steps:

1. Log in to your blog at [www.blogger.com](http://www.blogger.com). You can have multiple blogs at the same time with Blogger. When you log in to your account, all your blogs are visible in the Dashboard, and each blog you write has a New Post link. Click the New Post link below the name of the blog you're updating, to open the Posting tab for that blog.

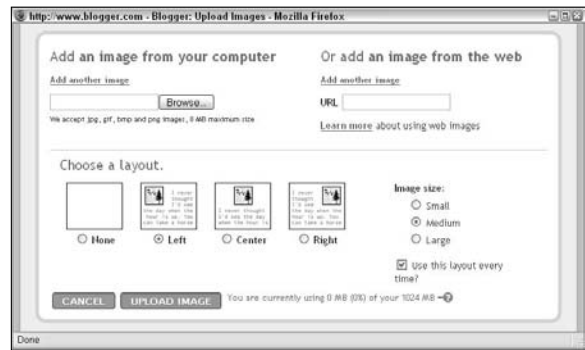


2. Type a title for your blog post in the Title field. Type the text of your blog post on the Compose tab, using the formatting icons to choose fonts, create lists and links, and create other layout styles. To apply formatting to the text, first select the text you want to affect, and then click the icon for the style you want to apply. You can choose font options, bold, italics, text color, text alignment, bulleted or numbered lists, and more.

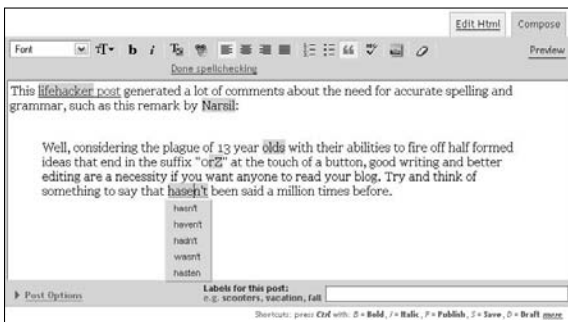


- To add a link, first select the text that you want readers to click to find the link. Then simply click the Link icon (the globe with a link of chain on top of it) and paste the Web address for the link into the URL window that opens. Don't forget that you need to use the full URL, including the `http://` part, to create a working link.

- To insert an image into your blog entry, click the Add Image icon (it looks like a tiny picture of a mountain) to open the Upload Images window. You can choose from a handful of methods. (To find out how to prepare images for use on the Web, read Chapter 4.) You can either choose an image on your computer and upload it or provide the Web address (URL) for an image that is on another Web site. Either way, Blogger also lets you choose a layout and an image size.



- You can also add labels to your blog post. *Labels*, or keywords that describe the blog post, are used by search engines to better sort your content into search result listings. To add a label, simply type it in the Labels for This Post box, in the lower-right corner of the window.

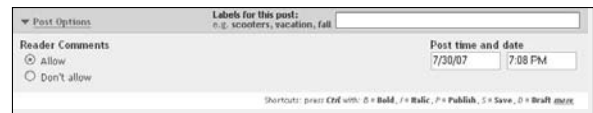


- Click the Check Spelling icon (it looks like a check mark on top of the letters ABC) to highlight in yellow all spelling errors in your blog post. Click any error to select from a list of corrections.



- Before you post your entry, click the Preview link, in the upper-right corner, to see how your chosen styles look. You can return to Editing mode by clicking Hide Preview. If you decide, after previewing, to remove formatting, simply highlight any element with a style you want to remove and click the Remove Formatting icon. (It looks like an eraser.)

- Click the Post Options link, on the left, to set the date and time of your post, and to turn commenting on or off. For most blog posts, you should leave comments turned on.



- When everything looks right, click the Publish Post button. The system then confirms that your post has been published. If you want to save your post as a draft for later, you can click Save rather than Publish. (Lots of bloggers do this in order to have material prepared ahead of time or just to have the chance to read things over one more time.) Blogger also saves your work automatically every few minutes, so if the Save button says Saved, you already have a draft version. After you publish your post, click the View Blog link to ensure that your post was published successfully and looks the way you want.



Chances are you discovered quite a bit of HTML in the other chapters of this book. If you feel comfortable using HTML, you can use it right in the blog post window of Blogger. (As with regular text, you can write HTML directly in the window, or create your code in another application and copy and paste it into the blog post window.) If you want to use code, click the Edit HTML tab of the composition window to switch modes.

## Writing for your blog

Blog style is generally conversational and informal in tone and style. You should address the reader directly, to play up this aspect of blogging, almost as though you're talking to a good friend on the phone or writing an e-mail message.

I don't mean that you have to throw out the rules of grammar and spelling, although many bloggers do so. You'll find that many readers appreciate carefully crafted sentences when they read blogs as much as they do when they read books. Why make yourself hard to understand?

Many writing coaches say that being rigorous about spelling and grammar is a good way to sharpen your thinking. And, of course, it's true — the more attention to pay to writing well, the better your results, even if you're just blogging about the terrific play you saw last night.

For a helpful example of a writing style that works well on a blog, visit the site named "The Pioneer Woman Cooks!" ([www.thepioneerwomancooks.com](http://www.thepioneerwomancooks.com)), a blog that's entertaining *and* informative. This excerpt from Ree's blog (she's a self-proclaimed "desperate housewife") hits just

the right combination of casual good humor and well-crafted thought:

*Sigh. Tiramisu. The first time I tried it was back when I lived in L.A., and it happened to also be the first time I tried risotto. I was having dinner with my L.A. boss, her boss from Connecticut, and my four other coworkers. The risotto experience was triumphant enough — the creamy, al dente deliciousness of each bite just about did me in. But then the Connecticut boss took the liberty of ordering a round of Tiramisu for the table . . . and my life has never been the same. I mean that, too. It changed instantly and was forever altered. But in a really good way.*

Incidentally, Ree does more than write in her blog posts: Each recipe that she posts is extensively illustrated with photographs of every step (sort of like this book!). Don't forget that blogging doesn't have to mean all writing, all the time. Many terrific blogs are devoted to displaying a photograph every day, or to video blogging. Numerous others combine text, photos, audio, and video, which keeps them fun and interesting for readers — and for the blogger.



After your blog is up and running, you can make updates by using e-mail. Updating in this way requires one quick setup step: From the Blogger Dashboard, click the Settings link and then click the Email link. In the Mail-to-Blogger Address area, fill in the blank to create a custom e-mail address that's associated with your blog. Make it something easy to remember. Select the Publish check box if you want messages you send by e-mail to be posted automatically, and click the Save Settings button to save your changes. If you don't select the Publish check box, you can still send updates by e-mail — they're saved in draft form until you specify from the Dashboard to publish them. When setup is complete, simply type the e-mail address you just set up, choose a title by typing it in the Subject field, and then create a blog post in the body of your message. When you click Send, the message wings its way to Blogger and onto your blog.

## Customizing Your Blog Design

### Stuff You Need to Know

#### Toolbox:

- ✓ An updated Web browser, such as Internet Explorer 7.0 or Firefox 2.0
- ✓ A blog on Blogger.com



#### Time needed:

Half an hour to an hour

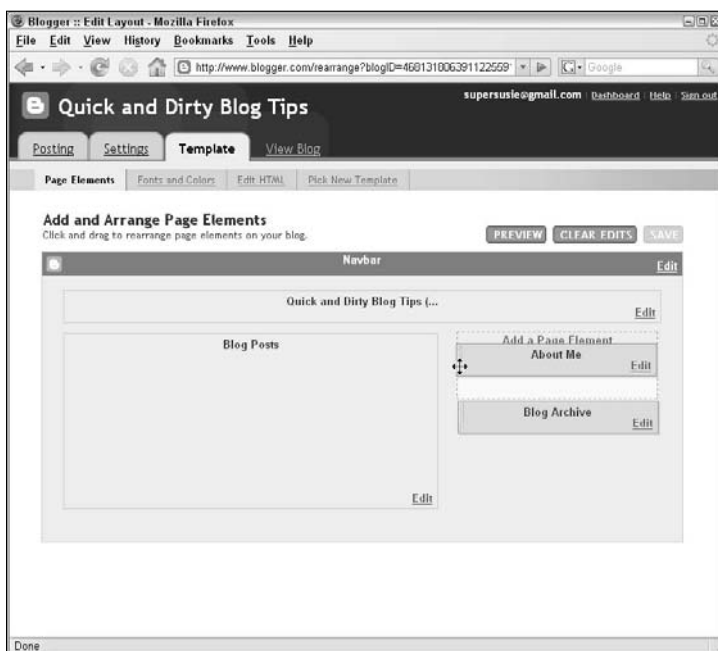
One exciting feature of Blogger is the flexibility to tweak and customize the blog template. You spend a lot of time trying to make your words reflect your thoughts and feelings; why not make the blog itself more personal?

When you started your blog, you chose a template design, but you don't have to keep it forever. You can change to a new template whenever you feel like it, and you can tweak one of the many templates by changing elements such as text and link colors, adding photos, and even repositioning elements on the page.

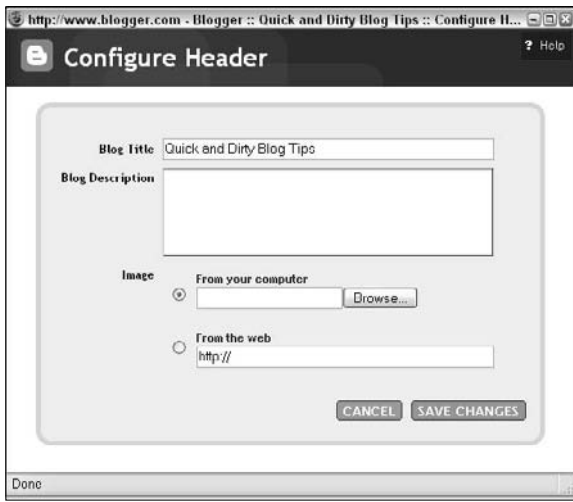
You can easily spend a lot of time tweaking colors, for example, to get them just right (I have spent hours trying one color and then another), but don't forget that the templates in the system were all designed by professionals. If you like what you see, you don't have to tweak!

If you just can't resist the temptation to customize your site, here's how to get started:

1. Point your Web browser to [www.blogger.com](http://www.blogger.com), and click the Layout link for the blog you want to tweak. Blogger.com lets you have multiple blogs at the same time. Look for the Layout link associated with the blog you want to edit.



2. On the Template tab that opens, click and drag elements in the window to move them to a new position. If your blog elements don't look like those in Figure 10-31, don't worry. Different templates use different elements, but they're all available when using the Add a Page Element link.



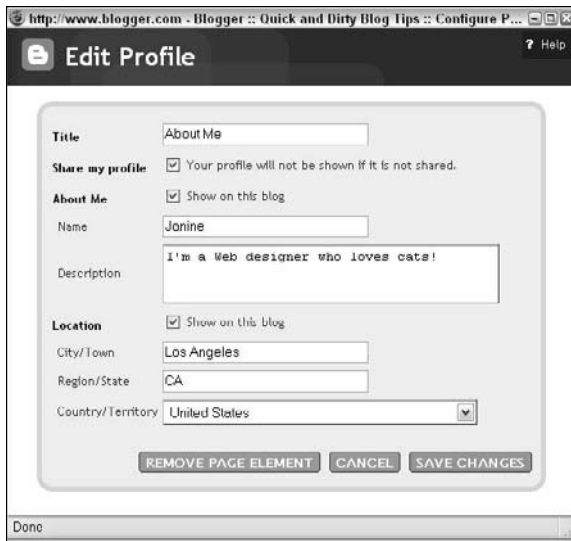
4. Click the Edit link in the Blog Posts section to change the date format, change the language that credits the author and labels comments, determine whether to allow visitors to e-mail links to friends, and even rearrange the elements of the blog post itself.



3. Click any page element in the page header to customize the blog title, add a description, or include an image from your computer or from a Web site.



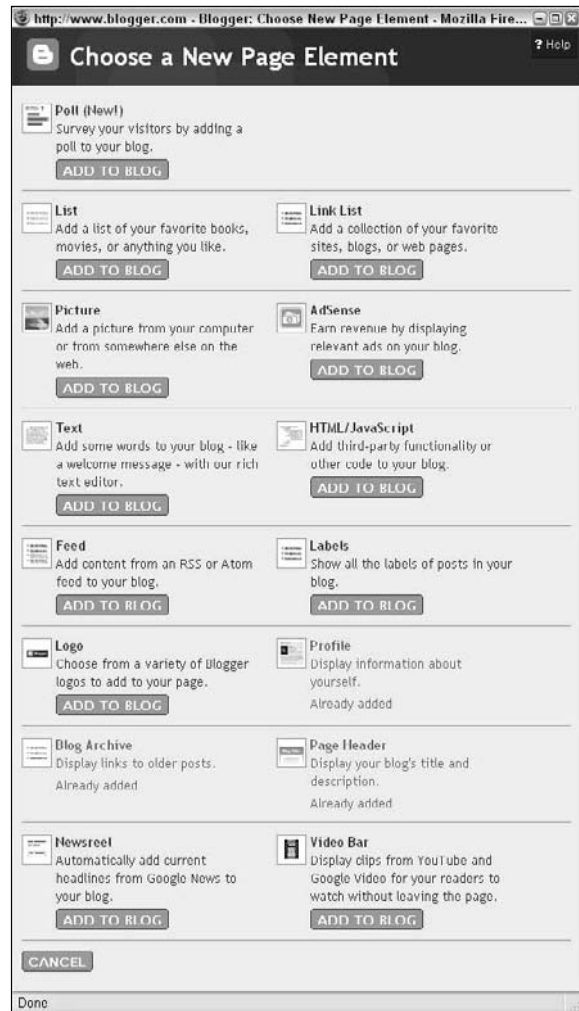
5. If you want to change how posts are archived, click the Edit link in the Blog Archive area. You can customize the archive element by changing its name, determining the style and frequency of archive organization, deciding how to display and order posts, setting the date format, previewing changes, or removing the page element.



6. The About Me area enables you to tell the world more about who you are by sharing your profile or showing your name, description, and location. You can also remove the entire About Me element from your template. Again, click Edit to customize these options.



8. Click the Preview button to check your changes, click Clear Edits to undo your changes, or click Save to make the changes take effect on your blog.



7. Click the Add a Page Element link to select from several Blogger-provided whistles and bells: polls, lists, pictures, advertising, text, HTML, RSS feeds, labels, logos, headlines, and video clips.



Blogger also enables you to use hexadecimal code in order to use a custom color. *Hexadecimal code* is a set of letters and numbers that correspond to red, green, and blue values. Combining these numbers and letters produces a broad range of colors, although it takes practice to look at a hex code and understand which color it will produce. Many graphics programs provide hexadecimal codes in their color pickers, so you can use them to find a color code to use on Blogger. Or, try generating color palettes by using the Color Schemer online Web tool, available at [www.colorschemer.com/online.html](http://www.colorschemer.com/online.html).





9. Click the Fonts and Colors link, just under the Template tab, to open the Fonts and Colors editing page. Select from the menu the name of the element you want to edit, and choose a color from any of the three available color palettes: Colors from Your Blog, Colors That Match Your Blog, or More Colors. You can change the colors of many of the text and link elements on the page, including the main background color for the blog. Changes are displayed immediately in the Blog Preview pane, below the Fonts and Colors screen.

10. Repeat Step 9 until your color scheme looks just right, and then click Save Changes to implement that color scheme on your blog. If you want to start over with the default template settings, click the Clear Edits button. For even more fun, click the Shuffle Blog Colors link, which keeps the same color palette but uses each color in a different way than the designer intended.



11. You can wipe the slate clean by choosing an entirely new template to work with: Click the Pick New Template link, under the Template tab. The available templates and their variations are displayed. Use the scroll bar to find a new template you like. You can preview any design by clicking the Preview Template link below the corresponding thumbnail. To view different variations of the same template, use the radio buttons below each thumbnail. Click the Save Template button to make the new template take effect on your blog. **Warning:** Choosing a new template wipes out any tweaks you made in the Fonts and Colors section of the Template tab but retains changes to the Page Elements section.

## Integrating a Blogger Blog into Your Web Site

### Stuff You Need to Know

#### Toolbox:

- ✓ An updated Web browser, such as Internet Explorer 7.0 or Firefox 2.0
- ✓ A Web site hosted at another location
- ✓ FTP account information for your Web host
- ✓ A blog on Blogger.com



**Time needed:**  
At least one hour

Much of this chapter describes how to use and customize a Blogger blog for use on the hosted Web service provided by the company. One of the most useful features of Blogger, however, is that you can integrate the pages it generates into a Web site you have on another Web server.

If you take this route, visitors to your Web site will see your blog at your Web address and never need to visit the Blogger servers. If you combine this feature with complete customization of the blog template, no one ever needs to know that you use Blogger to run your blog (not that there's anything wrong with doing so!).

This type of seamless integration takes time and technical expertise, but after it's set up, you don't need to do anything to maintain it, so it's well worth the time that's necessary to do the job right.

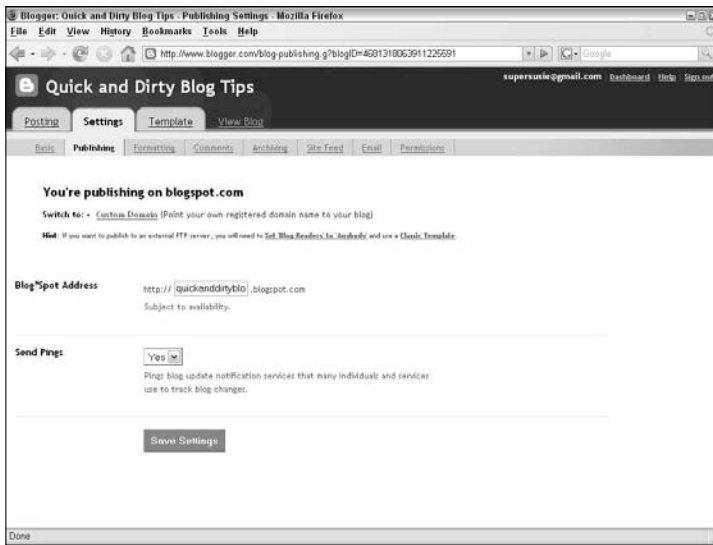
There are two prerequisites to integrating your blog with an external Web site:

- **You must allow anyone to read your blog.** In the Permissions area of the Settings tab, you can configure Blogger so that only invited members have access to your blog. By default, *anyone* has access to your blog, so unless you change these settings, you don't need to worry about this requirement.
- **You must use a classic template.** (That's what Blogger calls it.)

I begin with instructions for implementing the classic template:

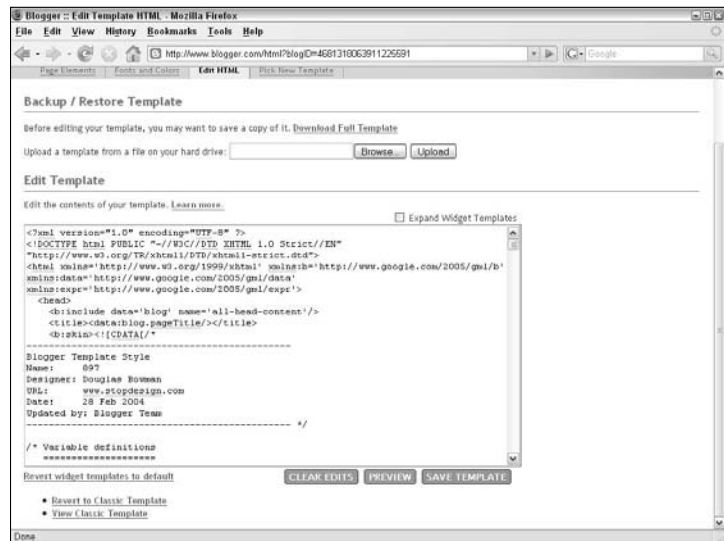


1. From the Blogger Dashboard, click the Settings link for the blog you want to work with. Because you can have multiple blogs at Blogger.com, be sure to choose the Settings link for the correct blog.



2. Click the Publishing link on the Settings tab to open the Publishing section page. Then click the Classic Template link in the Hint text.

3. In the Edit HTML section of the Template tab that opens, scroll to the bottom of the page and click the Revert to Classic Template link.



4. In the warning dialog box that opens, click OK to convert your template, or, if you have changed your mind, click Cancel. When the dialog box closes, click the Settings tab and then click the Publishing link to open the Publishing section page.



6. Type your server name in the FTP Server field, and the URL where your blog should be displayed in the Blog URL field. In the FTP path field, type the directory path. The directory you're pointing to must already exist on your Web site. If you don't know the correct path to use, contact your Web host.

5. Click the FTP link. If you prefer to connect to your Web host by using secure FTP (SFTP), obtain the proper settings from your Web host and choose SFTP instead.

7. Change the filenames used for the blog home page and the feed, if you prefer names that are different from the ones Blogger recommends.

8. Type your FTP account username in the FTP Username field, and your FTP password into the FTP Password field. Change the settings for sending pings, if you prefer not do so do automatically. When you're ready, click the Save Settings button.

*Pings* are automatic notifications that your blog software makes to blog search engines and other sites when your site is updated. To build traffic and keep feed subscribers current, leave this setting on Yes. I talk more about Web feeds in the "Promoting your blog" sidebar, later in this chapter.

Blogger saves your information and returns a confirmation message.

## *Promoting your blog*

Many bloggers subscribe to the idea “If I publish it, they will come.” Let me be the first (or not) to burst that bubble: Blogs need to be promoted as much as any other Web sites if you’re trying to appeal to an audience that doesn’t already know and love you. (Is it considered promotion when you e-mail everyone in your family to tell them about your blog?)

The good news is that at a very technical level, the setup of blogs helps them show up well in search engine results. And, of course, search engines love sites with fresh content, so a frequently updated blog truly has an edge over one that sees new content once in a blue moon.

Here’s a quick batch of things you should do to make the most of your new blog:

**Ensure that your blog has an RSS or Atom feed.** A *feed* is essentially a syndication mechanism for your blog, a coded presentation of your updates that can be picked up and read by newsreaders, feed aggregators, and blog search engines, which in turn pass whatever they receive from the feed to humans visiting other Web sites. The result: eyeballs on your content and links to your blog. Most blog software can generate automatic feeds, but you should ensure that is the feature is turned on and functioning. (In Blogger, you can find the feed configuration by choosing Settings⇨Site Feed.)

**Turn on trackbacks and pings.** Trackbacks are a little hard to describe, but I’ll try: Essentially, a *trackback* is a way for blog software to communicate in the background

and build links to other blogs. It goes like this: Blogger A posts interesting material on his blog. Blogger B reads that post, and has more to say about the same topic on her blog. Using the trackback URL on Blogger A’s post, Blogger B’s blog software notifies Blogger A’s software about the new post. Blogger A’s software then automatically builds, in the original post, a link to the new post. At the end of this (alphabet soup) process, Blogger A’s readers see the link to Blogger B’s post and visit her site to read it.

Pings work similarly but are basically a “heads-up” notification service sent to some of the bigger blog search engines and indexers. When you let these Web sites know that your blog has been updated, your listings are included in the results that are displayed the next time someone performs a search, and again, more readers are directed to your site.

Many blog software packages offer both trackbacks and pings, and by simply turning on these settings, you receive the benefit with little to no work each time you post to your blog.

**Remember that your blog posts are an important part of promoting yourself.** Keep the material you write interesting and topical. For example, if you choose to blog about a subject that’s in the news headlines, you can attract readers who might never have visited your blog otherwise. Keep track of what’s going on in the world, and think about how you can relate your topic to the broader context of discussion in the blogosphere.



From this point on, you can continue to use Blogger to add new entries to your blog. Each time you add a new post, Blogger publishes it to your Web server.

Settings Were Saved Successfully [Republish Now](#)

10. When you see the Your Blog Published Successfully message, click the View Blog link to take a look at the blog on your own Web server.

9. Click the Republish Now link. Blogger attempts to make contact with your FTP server and place the HTML files for your blog on the server. If the process is successful, you receive a confirmation message. If the process fails, double-check your FTP information and try again.

**Your blog published successfully.**

**[View Blog](#)** (in a new window)

```
/public_html/susie/atom.xml  
/public_html/susie/blog.html  
/public_html/susie/2007/10//my-first-tip.html  
/public_html/susie/2007_07_01_archive.html  
/public_html/susie/rss.xml
```

**[Create a new post](#)**

REPUBLISH INDEX ONLY

REPUBLISH ENTIRE BLOG





## Chapter 11

# Podcasting Your Own Show



### Tasks Performed in This Chapter

- ✓ Preparing a podcast
- ✓ Recording a podcast
- ✓ Editing an audio file
- ✓ Publishing a podcast

If you haven't been hiding in a cave on Mars, you've probably already heard the term *podcasting*. It's one of the hotter Internet buzzwords of the past five years, and many people have scrambled like mad to incorporate podcasts onto Web sites.

A *podcast* is any audio file stored on the Internet that can be downloaded and played later on either a computer or a portable device.

That's the technical explanation.

In real terms, a podcast is a radio show that you can take anywhere on a portable device, such as an iPod, or play on any computer that's connected to the Internet. Podcasts are better than radio programs because you can start, stop, and rewind whenever you want. You can play them any time, anywhere.

A good podcast can consist of a live interview that's available to listeners for as long as a Web site hosts it, a lecture by a Nobel prize-winning professor that students can use to help them study, or the wail of a newborn infant taking her first breaths. A podcast can be a long-winded blogger's rant that will be heard only by a close circle of fans, or a stirring national address that will be cherished by an entire nation.

Podcasting is limited only by your imagination. As with so many other topics, a library of books could be filled with the bottomless depths of technical specifications that can be involved in recording, editing, and posting a podcast. Fortunately, you don't need to know all that to get started. In this chapter, you find the most basic, cost-effective way to produce a professional-quality podcast, using free and easily available tools and programs.



## *Who's podcasting?*

This list briefly describes some of the groups of people who are podcasting nowadays:

**Musicians who want to connect with fans and promote their bands:** Some forward-thinking bands use podcasts to share excerpts from live shows, hype concert tours, and reward fan club members with exclusive content.

**Families who want to remain connected across distances:** Recordings of a baby's first words, grandpa's story time, or a raucous family reunion aren't proper substitutes for being there, but they can at least allow people to get a flavor for what they missed.

**Amateur DJs and novice broadcasters who want to show off their skills:** A tight, well-produced podcast can be an invaluable calling card to a beginner hoping to take the next step up the career ladder.

**Companies that provide training and management updates, especially to employees**

**in far-flung offices:** A spoken-word explanation of the latest change in corporate strategy that shows up in employees' e-mail inboxes can add the kind of "human touch" that relaxes and reassures employees.

**Churches that make their weekly sermons available:** Congregation members who are ill or traveling or who otherwise can't physically attend church can still hear the weekly services.

**Bloggers who want to augment their content:** Audio clips from interviews are increasingly popular, as are stream-of-consciousness rants that provoke controversy and build up page traffic.

**Radio producers and other professionals:** Many excellent radio programs that are now available online as podcasts ensure that you never miss your favorite show. Listening to professional podcasts is one of the best ways to get new ideas for how best to create your own.

## *Preparing a Podcast*

Be sure to take some time before you record your podcast to plan what you want to say and how you want to say it. Even trained on-air personalities rarely try to make live, improvisational recordings. After a few minutes, an interviewer who doesn't have at least an outline or some good questions for a guest runs out of things to say, and the session can turn into a nightmare of "um" and "uh."

You don't have to strictly follow a script, however, and stick to every little comma and pause. One thing that makes listeners respond and come back for more is the feeling that you're talking *to* them rather than *at* them (like a late-night infomercial). And, one of the most difficult challenges I can imagine is to make yourself sound natural and relaxed while giving a monologue.

A good place to start as you plan a podcast is to think about creating a distinct beginning, middle, and end. A good show usually starts with some kind of introduction of the host and any guests, moves on to the main topic, and then concludes with a tease to the next show you plan to produce. This outline for a music podcast gives you some ideas for what you might include — make your outline as detailed as you like:

1. Play an introductory music clip.
2. Greet the audience, introduce yourself, and state the number or date of the podcast.
3. Briefly explain the theme or topic of the podcast.
4. Mention any guests or special announcements.
5. Play new songs.
6. Provide any necessary additional explanation of the theme or topic.
7. Play more new songs.
8. Sum up the theme or topic.
9. Say goodbye, and “tease” the topic of the next podcast.



Although a podcast can theoretically last for hours, in practice, large audio files become unwieldy very quickly. Listener patience isn't infinite, either, so unless you have an absolutely fanatical audience, limit your podcasts to a half-hour or less. Some of my favorite podcasts are only two to five minutes long, and they're designed so that you can listen to as many in a row as you like. If you have a ton of material, breaking it up into smaller chunks is definitely the way to go.

### *The many ways to record sound*

An increasing number of portable devices have audio-recording capabilities. Cellphones and Palm handhelds record audio, laptops have built-in microphones, and MP3 players either record or (like the iPod) use after-market add-ons. Professional radio reporters have long used minidisc recorders to capture high-quality audio, whereas some old-school podcasters just use cables to hook tape recorder headphone output into their computers' microphone input.

Podcasters are increasingly conducting interviews or roundtable discussions using Internet telephone services like Skype or Vonage. These Voice over Internet Protocol (VoIP) services allow users to digitally record conversations without having to resort to recording conversations over plain old telephone lines (and entangling themselves in wires and iffy legal ground).

However, because VoIP conversations are monaural and most listeners are used to high-quality stereo, podcasters are using workaround methods to conduct interviews over the phone. For example, each party to a conversation simultaneously records it into a high-quality stereo microphone. Then, at the end of the interview, both parties edit and clean up the audio, e-mail their audio file to each other, and then stitch together the files to get both (or more) sides of the conversation.

Even if you can't get high-quality recordings of both ends of a conversation, the host should record into a microphone even while the rest of the conversation is recorded over a phone line or VoIP connection, like Skype.

## Recording a Podcast

### Stuff You Need to Know

#### Toolbox:

- ✓ Audacity (a free audio program available at <http://audacity.sourceforge.net/>)
- ✓ A microphone
- ✓ Your own voice (and anyone else's you want to invite)
- ✓ A script, if you want to be more formal, or at least a good outline

#### Time needed:

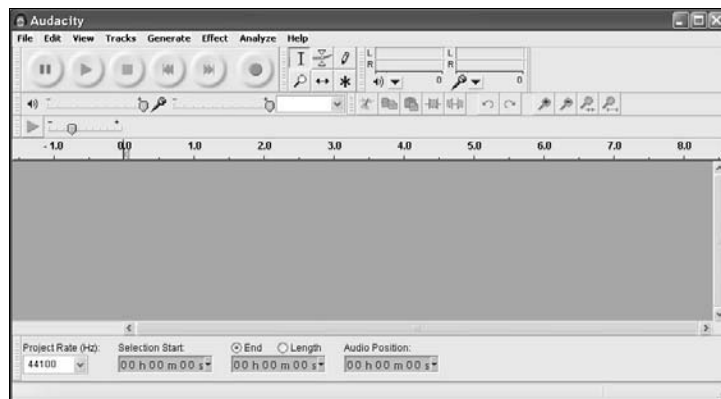
Varies depending on how much material you want to record



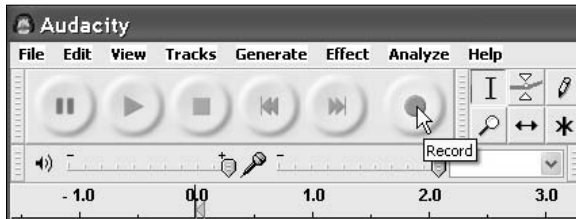
Recording an audio file can be as simple as speaking into the microphone on a computer headset or as complicated as setting up a dozen high-end microphones and a mixing board to get clean sound from every instrument in a chamber orchestra. Either way, the basic principles I cover in this chapter are the same.

Many audio professionals believe that the most important link in the chain is this first one: that using a bad or inappropriate microphone taints the audio from the get-go. The old computer industry axiom “Garbage in, garbage out” applies here as well. The good news is that quality microphones are more affordable than ever, and a microphone that costs less than \$100 online or in a basic electronics store fulfills all but the most demanding needs. The bottom line: You can use your computer’s built-in microphone, but a good external mic provides better sound quality.

A simple option is to record directly into your computer — most newer computers come installed with a microphone port. It’s usually red or pink and located next to the green port where you plug in the headphones. Just plug in a mic and follow these steps to start recording:

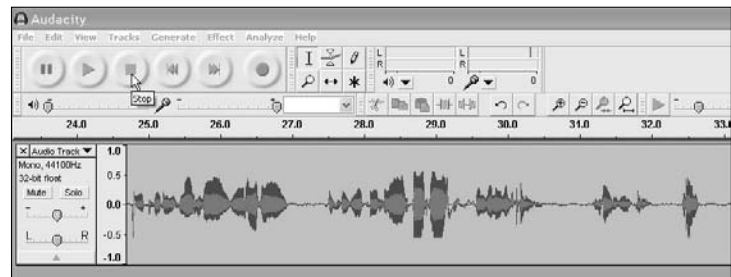


1. Launch a sound-recording program, such as Audacity, as shown here. You find a list of some of the more popular choices in the sidebar at the end of this step list. I chose Audacity for this chapter because it has enough features to empower beginners to produce decent-sounding podcasts, it works on both Macintosh and Windows computers, and it’s free. (You can download it at <http://audacity.sourceforge.net/> and use it to follow along with this task. If your copy of Audacity is a different version, you might see minor screen differences or some functions on different menus.)



2. Don't be overwhelmed by the mass of buttons, bars, menus, icons, and level meters that comprise this program. In the upper-left area of the workspace, under the menu bar, are some familiar buttons: Skip to Start, Play, Record, Pause, Stop, and Fast Skip to End. If your microphone is ready to record, just click the red Record button (the one with the big red circle) and say something into the microphone. (Sing a song, recite a poem, or act like you're creating your first radio show!)

3. As you record, you see the sound represented as a spectrum across an audio track. Notice the two volume meters at the top of the workspace: The one on the left (the little speaker icon) shows the playback volume; the one on the right (the microphone icon) shows the volume of the microphone you're using to record. Under the volume controls, the drop-down menu enables you to pick from a list of sources, including microphone, line-in, aux(iliary), CD player, or stereo mix. Press the Stop button to stop recording, or press the Pause button to pause.



Many beginners assume that louder is better when recording. Like a teenager with a new car stereo, they want to crank the noise to 11 on a scale of 10. But if you record with the volume set to its highest level, you get distortion, or worse, listeners unsubscribing from your podcast feed.

## Audio recording programs

The programs you can use to record and edit sound files range from free to quite expensive, depending on the level of control you want and whether not you want to be able to compose original music. This list describes some of the most popular programs among podcasters and audio editors:

**Audacity:** This popular audio-editing program has more than enough features to produce a great-sounding podcast, and it's available for Mac, Windows, and Linux systems (which is why it's featured in this book). Audacity is free.

**GarageBand:** Included on new Macintosh computers (OS X only), GarageBand is used by many podcasters who are looking for a quick and automated solution that's easily integrated with iTunes. GarageBand is free.

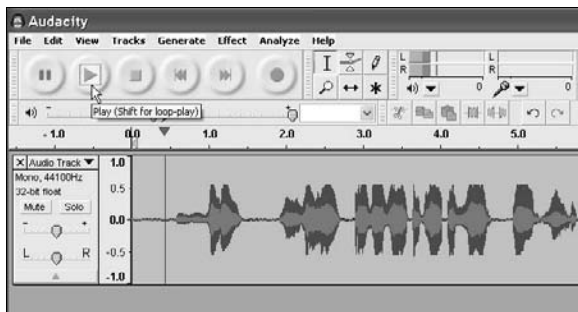
**Adobe Soundbooth:** A more powerful and professional editing tool, Soundbooth comes bundled with other media programs in the Adobe CS3 suite. Soundbooth is aimed at

people who want to be able to control a few aspects of their sounds but want menus with simple, easy-to-understand choices. The program costs \$199 and has a free 30-day trial period.

**Adobe Audition:** You can use this tool, intended for full-fledged audio engineers, to compose music and adjust and filter voices using complex and exacting processes. It costs \$399 and has a free 30-day trial period.

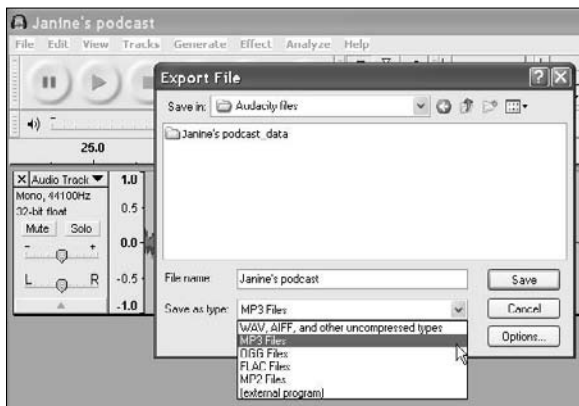
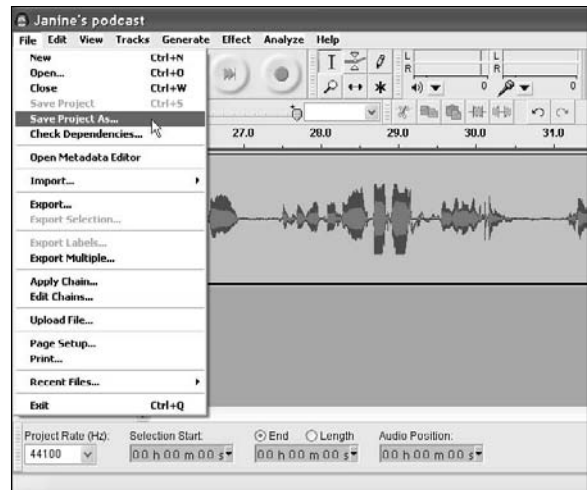
**Propaganda:** Propaganda is designed to help record and distribute podcasts. Although it has simplified sound-editing tools, you can preview your recording on your iPod or mobile device, and it writes the RSS code for you. Propaganda costs \$49 and has a free 30-day trial period.

**SnapKast:** SnapKast (\$79) bills itself as a "one-click" podcasting solution that not only records and edits sounds but also creates RSS and handles the uploading and syndication chores.



4. When you're done recording, press the Play button to play back what you recorded. Use the volume controls to adjust the playback sound.

5. To save the recording, choose **File**⇨**Save Project** and name it. This step saves your sound file in an Audacity format and preserves your recording in the best format for editing in Audacity.



6. If you're ready to share your recording, you can use the Audacity Export features to save the file in a format suitable for the Web before you publish your podcast. Choose **File**⇨**Export As MP3** and name your file. To create a new file in Audacity, choose **File**⇨**New**, and then you're ready to start recording again. Congratulations! You just took the first step toward having your own podcast. In the next task, you find instructions for editing a podcast.



Before you begin recording, make sure that neither the computer nor the microphone is muted. This advice sounds simple, but even seasoned professionals can tell stories about apparently recording beautiful sounds, only to find (too late!) that their files contained silence.

## Editing a Recording

### Stuff You Need to Know

#### Toolbox:

- ✓ Audacity
- ✓ A recording that can be opened in Audacity



#### Time needed:

A couple of hours

In this task, you perform basic sound editing to clean up a recording. You don't have to use editing tools — in fact, some podcasters wear their rough-and-scratchy recordings as badges of honor, as proof that they're part of an insurgent media that rejects (what they see as) smooth, polished, and fake corporate style. If this is your ethos, then by all means, don't edit your sound files.

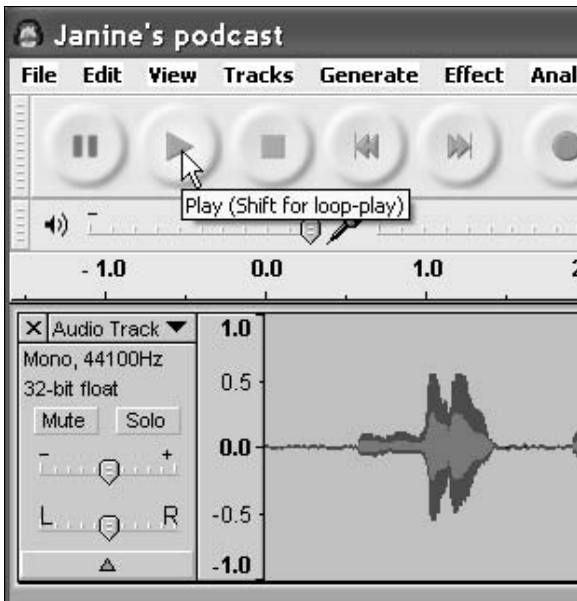
Most people, however, prefer to listen to recordings that don't sound like they were made in a gravel-sorting machine. And, if you ever venture into the field to do interviews or record your child's solo in the school play, you will probably need to fix the volume or noise level or the big, scratchy thud of Aunt Edna's elbow knocking the microphone off the table.

Here are some basic sound-editing tips, to help you reduce noise in your recordings, cut-and-paste segments, and normalize your recordings. (You *normalize* by making the too-soft parts louder and the too-loud parts softer.)

1. If your sound-recording program, such as Audacity (shown here) isn't open already, launch it and then create a recording or open an existing one.

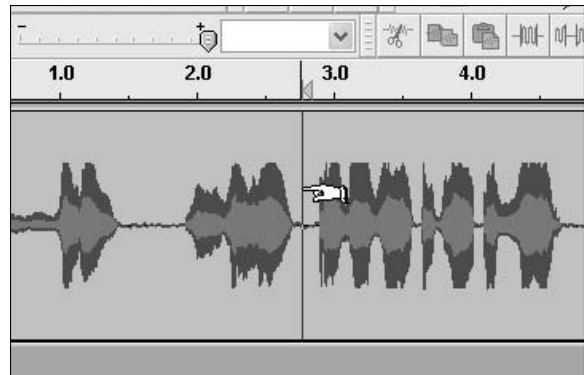


I encourage you to explore beyond these simple steps — most audio programs have tutorials and Help files to explain what all the arcane jargon means (although if you can explain to me under which circumstances I would want to use a Hilbert transformer rather than a Dyson compressor and a transient mangler, I'm all ears).

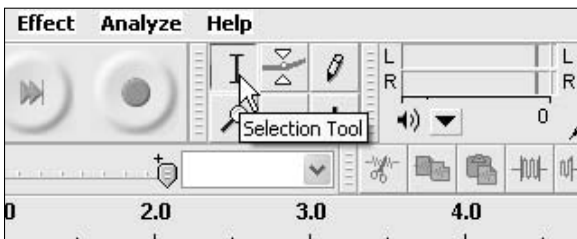


2. To listen to the entire recording, press the Play button at the top of the workspace. You should hear your voice (or whatever you just recorded) playing back. Notice that every time you hear noise in the recording, you see a corresponding spike on the graph in the Audio track.

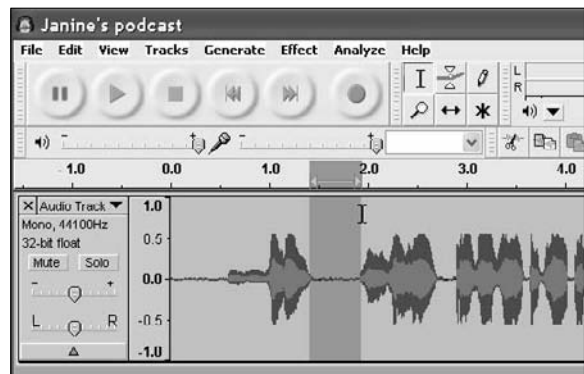
3. To listen to a portion of the recording, click anywhere on the recording in the audio track area until you see a vertical dotted line appear across that portion of the recording. Click the Play button; the recording should start from the location of your marker on the track.



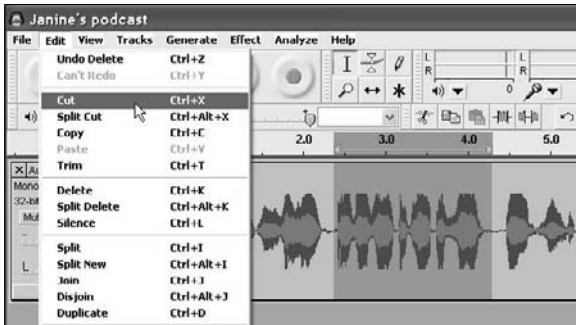
4. You can rearrange or delete sections of sound to make a better or shorter recording. Each of the following steps begins with selecting part of the sound file. Look in the small toolbox at the top of the workspace. (The toolbox has six tools, including Zoom and Time Shift.) Click the Selection Tool to make it active before the next step.



5. To delete a noise, such as a pause or a sneeze, first click and drag to select that section, and then press the Delete key. You can easily recognize silence in the audio track because it's represented by a flat line in the sound spectrum graph.

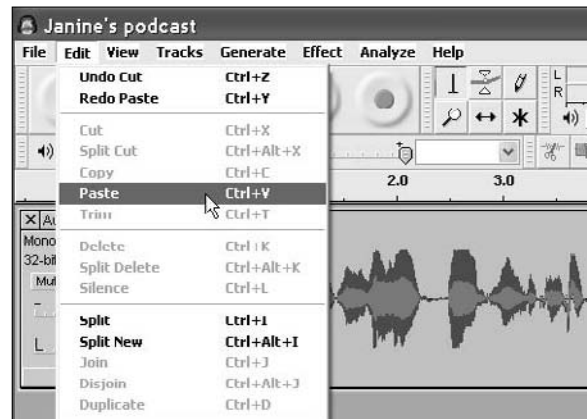




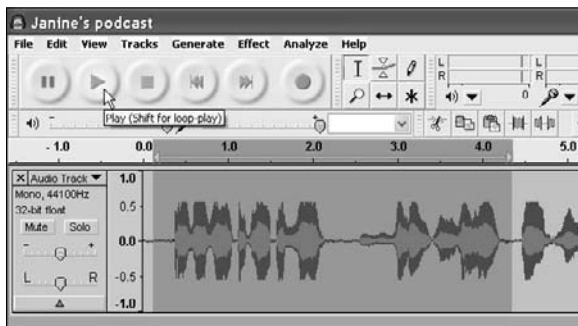


- To cut or copy a section of sound, click and drag to select the section in the audio track, and then choose Edit→Cut (or Copy).

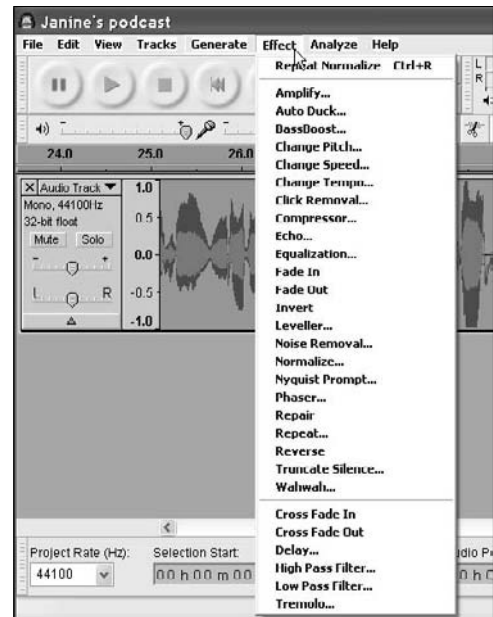
- To move the sound to another part of the recording, click to place the cursor where you want to add the sound in the audio track, and then choose Edit→Paste. The word or phrase that you cut out is pasted into that point in the recording.



- To hear the results of your editing, click to place the cursor where you want to begin playback, and then click the Play button.  
**Tip:** To listen to only a particular section of the recording, click and drag to select the section and then click Play. You can then adjust the selection in the recording until you have just the part you want to cut, copy, or delete.

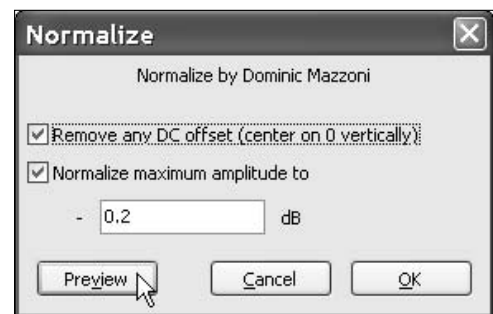


9. One of the more commonly used options on the Effects menu is Normalize. When you *normalize* a recording, you balance out the highs and lows, to make the overall volume more consistent.

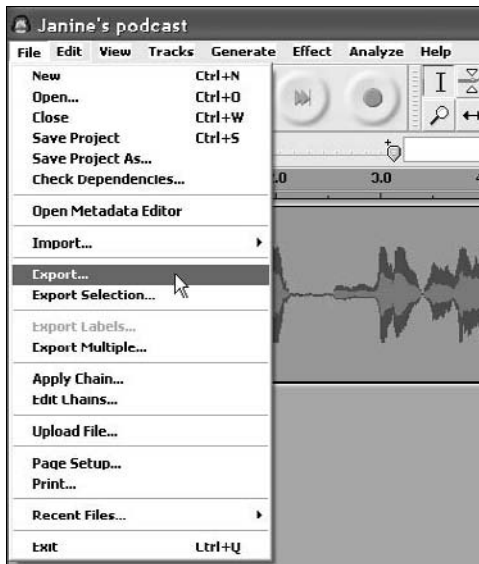


10. To apply an effect, you must first select the part of the recording you want to apply it to. Click and drag to select a portion of the recording, or choose Edit→Select→All to select all of it, and then choose Effects→Normalize.

11. In the Normalize dialog box, check both boxes for default normalization. Click Preview to test the sound of your recording, and click OK to apply the effect.



12. Experiment with the effects, and remember that you can apply them to any selected part of, or all of, the recording. Click Play to test your work, and if you don't like the results of an effect, just choose Edit→Undo to remove it.



13. When you're done, choose File⇨Save Project to save the recording in Audacity format, and then choose File⇨Export and save the recording in a suitable format, such as MP3, before you publish your podcast to the Web.

### *Getting rid of "dead air"*

Even with only the most basic understanding of audio editing, you can move a song from the beginning of your podcast to the end, or move the response to an interview question to the beginning, to use as a "teaser."

Your goal should be to interest listeners immediately and then keep them interested. One of the best ways to do that is to delete all "dead air," such as pauses and other quiet spots. This skill is essential for producing a tight, efficient podcast. Remember that listeners have lives too, and if you ask them to wait around for a couple of minutes while you fumble, they will become frustrated.

Some podcasters who are obsessed with deleting all the dead air between words review their recordings repeatedly, to shorten the spaces between words as much as possible. Although it's sometimes helpful to remove the extra breaths and any instances of "um" and "uh" between sentences, if you go too far, your recording sounds like you drank too much coffee and are babbling like a tobacco auctioneer.

Try to strike a balance. You want your recordings to sound natural, like a conversation you're having with your listeners (with all the boring parts cut out). Experience will gradually teach you the sweet spot.

## Publishing a Podcast

### Stuff You Need to Know

#### Toolbox:

- ✓ A recording that's saved in a format for the Web, such as MP3
- ✓ A connection to the Internet
- ✓ An account with a blog, Web site, or Podcasting service



#### Time needed:

About an hour

*How* you publish your podcast depends mostly on where you plan to publish it. Because the process of compressing and optimizing audio files and then setting them up for podcasting can get complicated, many sites on the Web are designed to help you simplify the process.

One of the most popular sites for the podcast-publishing process is iTunes. When you set up an account with a site like iTunes, everything is taken care of for you — you simply upload your audio file on its online service, and you're published.

Similarly, if you have a blog on one of the popular blogging sites, such as TypePad or Blogger, you find instructions and features designed to help you add a podcast almost as easily as you add a post.

Find out more about creating and publishing podcasts at these online services and other resources:

- **Apple iTunes:** ([www.itunes.com](http://www.itunes.com)) One of the most popular podcasting sites on the Web, iTunes makes it easy to download and play podcasts from a broad range of sources, and the site makes it almost as easy to publish a podcast. And, you can use iTunes with a PC; you don't have to use a Macintosh or an iPod.
- **The Podcast Network:** ([www.thepodcastnetwork.com](http://www.thepodcastnetwork.com)) This site features an international collection of podcasters, useful tutorials, and helpful tips and tricks about podcasting. It's an easy way to publish your podcast to a broad audience.
- **Podcasting Tools:** ([www.podcasting-tools.com](http://www.podcasting-tools.com)) Filled with tutorials and links to audio, editing, and other types of tools, you can find many excellent resources on this site.
- **Podcast Alley:** ([www.podcastalley.com](http://www.podcastalley.com)) Find a wide variety of podcasts, podcast software, and instructions for creating and publishing podcasts at Podcast Alley.

### *Mixing in music*

You don't have to be a wannabe DJ to include music in your podcast. Even if you're participating in hard-hitting investigative reporting or archiving your dad's favorite fishing story, music can spice up the recording and make it seem more professional.

You can also add funny sound effects or snippets of dialogue from TV shows or old movies. Just make sure that you have the legal right to use any music or other type of recording. Type **free music** into any search engine and you'll find tons of places where you can download sound files. Here are a few to get you started: MP3.com, GarageBand.com, Indie

heaven.com, Magnatune.com, Freeplay Music.com, and Sounddogs.com.

You can add a music track to a sound file in a program like Audacity by using the Import feature, listed on the Project menu. Adding a basic audio track isn't difficult, but managing all the format options, permissions, and settings can become complicated, and is well beyond the scope of this book. However you'll find many great books and online resources if you want to become more proficient in podcasting. One place to start is *Expert Podcasting Practices For Dummies*, by Tee Morris and Evo Terra (Wiley Publishing).

## Chapter 12

# Multimedia: Adding Flash, Audio, and Video

### Tasks Performed in This Chapter

- ✓ Adding a Flash animation
- ✓ Inserting Flash video
- ✓ Comparing audio and video formats
- ✓ Uploading videos to YouTube
- ✓ Inserting a YouTube video into a Web page

**A**s bandwidth has grown on the Web, the use of video files has grown more dramatically than almost any other multimedia file type. From YouTube to Revver and Odeo to small, personal Web sites, millions of video files are being added to the Web every day.

You, too, can make your Web pages sing and dance by adding multimedia. If you want to provide a richer experience for your users, to *show* rather than just to *tell*, or to entertain as well as inform, adding animation and video can help you share more information more vividly and even make you look more professional.

The best news is that adding animation or video isn't as hard as you might think. One simple way to add video to a Web page is to upload a video file to YouTube.com (or search for video already on YouTube) and then insert it into your page. You find detailed instructions in this chapter.

You can use Dreamweaver to insert multimedia files into your pages and host the files on your own Web server. Dreamweaver is especially well set up for working with Flash animation, video, and audio files, and you find step-by-step instructions for working with Flash in this chapter.

Perhaps the most complicated aspect of multimedia on the Web is choosing the best format for your audience, which is why you also find in this chapter a primer on audio and video formats.

## *Playing Animation and Video on the Web*

When you add video or any other kind of multimedia to a Web site, you should know that your visitors may need a special player (sometimes with an associated plug-in) to play or view files.

## Comparing popular video formats

One challenge to working with video on the Web is choosing the best format. This list briefly describes the most common digital video formats and their file extensions and supplies a Web address where you can find out more about each program.

**Flash Video:** The newest video format on the Web, and arguably the one growing fastest in popularity, Adobe Flash ([www.adobe.com](http://www.adobe.com)) helps you create Flash videos (using the `.flv` extension). Because Flash Player is so commonly used on the Web, many developers consider Flash one of the best programs available.

**Windows Media Video:** Defined by Microsoft and popular on the PC, this video format (`.wmv`, `.asx`) supports some of the strongest compression features available, which means that you can get faster download times. See [www.microsoft.com/windows/windowsmedia](http://www.microsoft.com/windows/windowsmedia).

**RealVideo:** RealNetworks, at [www.real.com](http://www.real.com), designed the RealVideo file format (`.rm`, `.rv`) to play in RealPlayer. It's available for both the Mac and the PC. RealMedia produces files suited to both low-speed and high-speed connections but requires special software on your Web server for streaming.

**QuickTime:** The QuickTime player, which reads the `.qt` and `.mov` file extensions, is built into the Macintosh operating system and used by most Mac programs that have video or animation. The QuickTime format works well for video on the Web and supports streaming, but it's used primarily by people who favor Macs (although QuickTime files can be viewed on Windows computers with the QuickTime player). See [www.quicktime.com](http://www.quicktime.com).

**AVI:** Created by Microsoft, the Audio Video Interleave, or AVI, format (`.avi`) is one of the most common video formats on Windows computers, and it can play on most common video players. AVI works well if you're viewing video on a CD or on your hard drive, where the file doesn't have to be downloaded, but you can't optimize AVI files well for use on the Internet. If your files are in AVI format, you should convert them to one of the other formats before adding them to your Web site. Otherwise, you force visitors to download unnecessarily large video files. You can find more information if you search for **AVI** at [www.microsoft.com](http://www.microsoft.com).

A *player* is a small program that works alone or with a Web browser to add support for functions, such as playing sound, video, and animation files. Some of the best-known multimedia players are Adobe Flash Player, Windows Media Player, RealNetworks RealPlayer, and Apple QuickTime.

The challenge is that not everyone on the Web uses the same player, and viewers must have the correct player in order to view your multimedia files. Not all visitors have the time or interest to download and install a player for a multimedia file. A multimedia file in a format that's unsupported by a visitor's browser isn't displayed and might trigger confusing or irritating messages. As a result, many Web developers help out by offering

- ✓ **Audio and video in two or three formats:** A user can choose the format that best fits the player she already has.
- ✓ **The same multimedia files in different file sizes:** Visitors with slower connection speeds don't have to wait for large files to download.



- ✔ **Information about all types of players:** Visitors can download and install the best player if they need it in order to view files, if they're willing and able to.

No matter which player and format you choose, however, I recommend that you

- ✔ **Avoid the more obscure players:** Unless you're offering specialized content that users have a good reason to download, such as a three-dimensional game that requires a special program to run.
- ✔ **Remember that many people surf the Web in locations where unexpected sound can be jarring, disruptive, or worse.** Always warn people in offices and libraries, for example, before you play video or audio, and always provide a way to turn off the sound quickly when necessary.
- ✔ **Optimize your video so that it downloads quickly and still looks good on the Web, no matter which player you decide to use.** Optimizing multimedia for the Web works much like it does with images: the smaller the file size, the lower the quality but the faster the file downloads. One task in this chapter shows you how to optimize a video with the free Flash Video Encoder.

## Working with Adobe Flash

Most of the tasks in this chapter focus on techniques using the Flash Player and file format, but you can also upload most formats to YouTube, which is covered at the end of this chapter. This chapter focuses on Flash because it has clearly emerged as the favorite technology for creating animations and a wide variety of interactive features on the Web. And, with the new Flash video file, you can create all your video by using Flash, which is an outstanding choice because Flash Player is so popular.

Flash files can be animations or videos; Flash Player plays both types of files. Flash animation files use the file extension `.swf`. Flash video uses the `.flv` extension. In addition to the ability to insert Flash animations and Flash videos (created in Adobe Flash), you can create Flash buttons and text within Dreamweaver.

Before you choose Flash, you should be aware of its few downsides:

- ✔ Flash might not print as you expect.
- ✔ Flash can cause accessibility problems for visitors with disabilities.
- ✔ Text included in Flash files might not be read by search engines (although including alternative text can help with this limitation).
- ✔ Some people deliberately block Flash files because they're often used in advertising. (You may want to describe what they're missing.)



### *Scripts to make Flash function better*

When you insert Flash or other multimedia files with Dreamweaver CS3, the program automatically creates a JavaScript file that helps the file play automatically. The file, named `AC_RunActiveContent.js`, is stored in the Scripts folder, which Dreamweaver automatically creates inside your root site folder. The first time Dreamweaver creates this file, a dialog box

alerts you that you need to upload the script in order for your multimedia file to work properly. Make sure to include this script (and the entire folder) when you publish your site on your Web server. If you don't include it, your multimedia file may not play properly, or visitors might be required to click the Play button twice before the file begins to play.

Despite these downsides, adding a little Flash video or animation can add a lot of life to your site. And, if you're not designing your entire site in Flash, it's quite a safe format choice on the Web.

## Inserting a Flash Animation File into a Web Page

### Stuff You Need to Know

#### Toolbox:

- ✓ Adobe Dreamweaver
- ✓ A Flash file (available for download from [DigitalFamily.com/diy](http://DigitalFamily.com/diy))



#### Time needed:

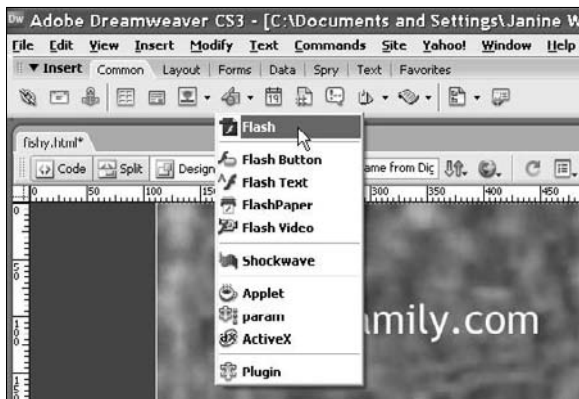
About an hour

Flash animation files are relatively easy to insert into a Web page by using Dreamweaver. In this section, I assume that you have a completed Flash animation file and that you want to add it to your Web page. To create a Flash file, you need Adobe Flash or a similar program that supports the Flash format. (If you want to know how to create Flash files, check out *Adobe Flash CS3 For Dummies*, by Ellen Finkelstein and Gurdy Leete, from Wiley Publishing).

You insert a Flash file in much the same way as you insert an image file, but because Flash can do so much more than a still image, you choose from a variety of settings and options for controlling how your Flash file plays. Before you start, make sure to move or save the Flash file into your root site folder. If you prefer, you can create a subfolder to store your Flash files.

To add a Flash file to a Web site, first open an existing page or create a new document and save the file, and then follow these steps:

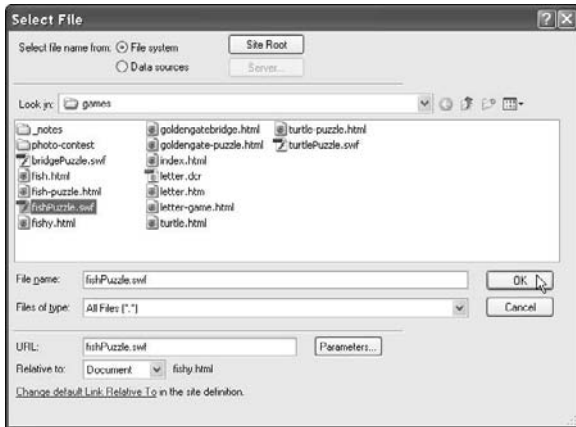
1. In Dreamweaver, click to insert the cursor where you want the Flash file to appear on your Web page.



2. Select Common from the Insert bar, if it isn't already selected, and then from the Media drop-down list, choose Flash. You can also choose Insert → Media → Flash from the menu.

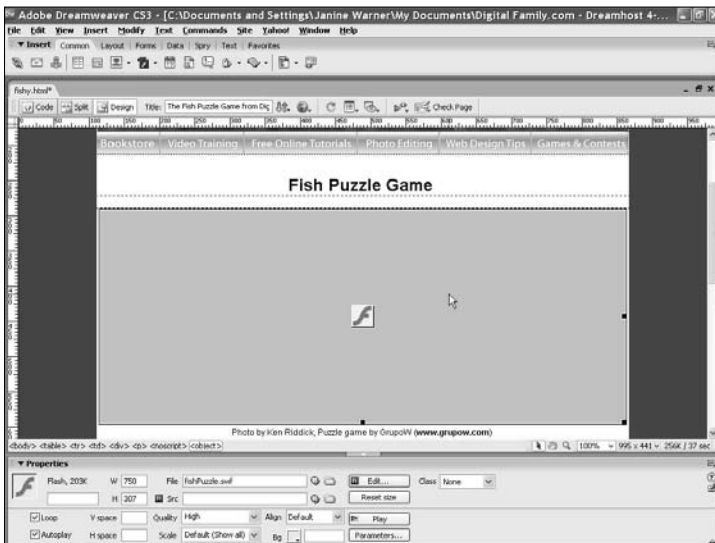
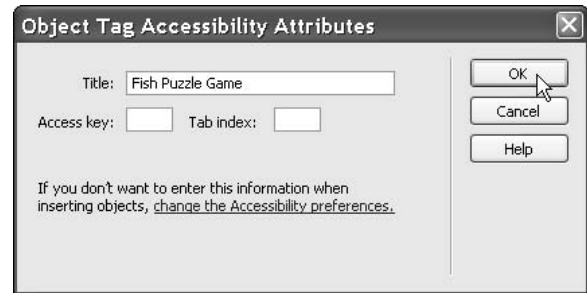


Because Flash is an open standard, you can create Flash files with a variety of programs, including Adobe Photoshop Elements, which uses the Flash format when you create Web galleries in Elements, and Adobe Illustrator, which has an Export to SWF option.



3. In the Select File dialog box, browse your hard drive to locate the Flash file that you want to insert in your page and then double-click to select the file.

4. If you have accessibility options turned on, you're prompted to add alternative text to describe the Flash file. Enter a description of the file. Use the Tab index and Access key options to include a key command to start or control the file if you want to provide an alternative to people with accessibility challenges. Click OK; the dialog box closes and the Flash file is inserted into your document.

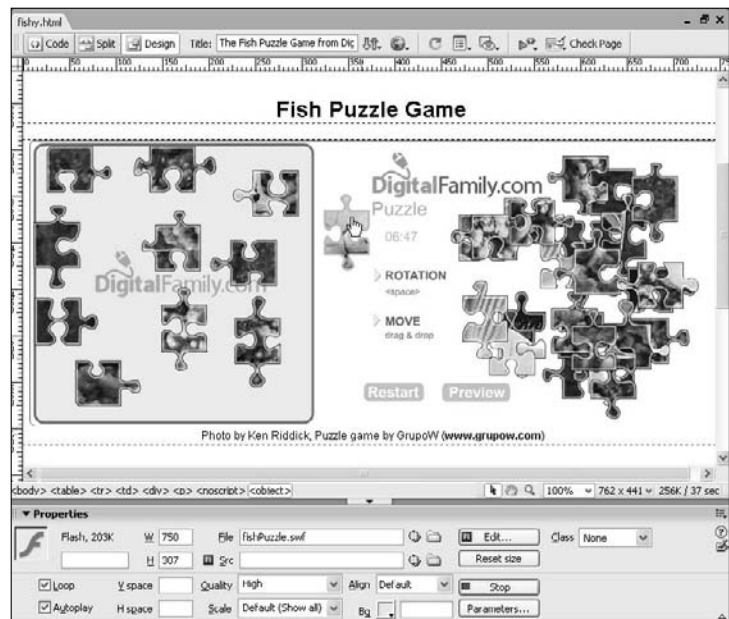


5. Dreamweaver displays Flash as a solid, gray box that represents the width and height of the Flash file. Click the gray box to display the Flash options in the Property inspector, at the bottom of the workspace.

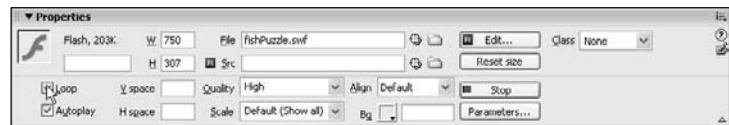


6. Click the Play button in the Property inspector to play the Flash file. In this example, the Flash file is a puzzle game, so pressing the Play button displays the game options. (**Note:** When the Play button has been activated, the button text changes to *Stop*.)

7. When the Play button is pressed, all features of a Flash file are activated, just as they would be if the file were displayed in a Web browser with the Flash plug-in. As you can see here, you can start the puzzle game, which places all puzzle pieces on the side of the file, and then move the pieces into place by clicking and dragging them.



8. You can make a number of adjustments to the way a Flash file is displayed, by changing the settings in the Property inspector, such as Loop, which replays the file if it's an animation; Autoplay, which causes the file to begin to play as soon as the page is loaded into a browser; and Quality, which controls how good the file will look, how fast it will play, and how long it will take to download.



9. When you finish adding the Flash file to your page, choose File→Save to save the page; Dreamweaver automatically creates the script files and folder for the Flash file, which become visible in the Files panel. Be sure to upload the entire folder when you publish your work to the Web.

## Converting and Optimizing a Video File

### Stuff You Need to Know

#### Toolbox:

- ✓ A video file in any digital format
- ✓ Flash Video Encoder program (a free download)



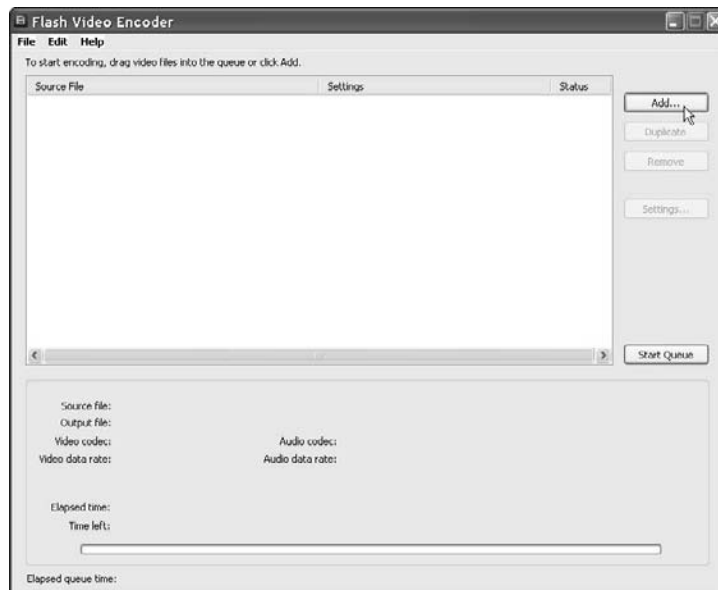
#### Time needed:

About an hour

You can convert video from one file format to another relatively easily by using most video-editing programs. For example, you can open a video in AVI format in a program such as Adobe Premier Elements (a good video editor for beginners) and then choose File→Export to convert the file to any of a dozen other formatting and compression options.

Editing video gets complicated, and optimizing video for the best quality with the fastest download time is both an art and a science. The most basic process of converting a video file isn't difficult, however, after you understand the conversion options.

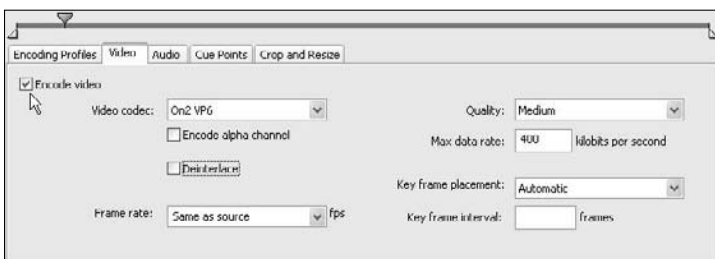
This task walks you through the process of converting a video file from Windows Media into Flash video (.flv) using the Flash Video Encoder. The encoder is included in Adobe CS3 Creative Suite.



1. Launch the Flash Video Encoder and click the Add button to load into the encoder a video that you want to convert into a Flash video file. In this example, I added a short video clip that was saved in Windows Media Video (WMV) format, but you can add video in a variety of formats, including AVI, MP4, and QuickTime.

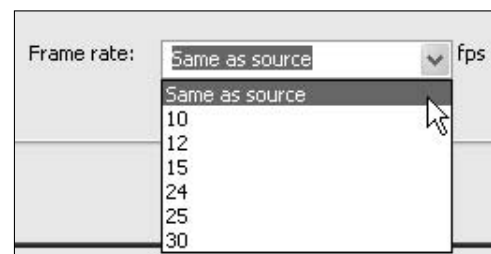


- Click the Settings button on the right side of the encoder to launch the Settings dialog box, shown here. Click the Encoding Profiles tab and choose a Flash encoding profile. The later the version of Flash, the better the encoding looks and the faster it plays back, but a trade-off is involved: Not everyone has already downloaded the latest version, so using an earlier version may mean that fewer visitors have to download the player to view your video. Because Flash is a fast and easy program to download, I think that the latest version is the best choice.



- Click the Video tab and make sure that the Encode Video check box is selected. The video codec (which controls the compression of the video) is set automatically based on the Flash version you selected on the Encoding Profiles tab. Select the Deinterlace check box only if you're encoding video that's interlaced, such as video captured from a television or VCR. Video that has already been encoded in a format like Windows Media doesn't need to be deinterlaced.

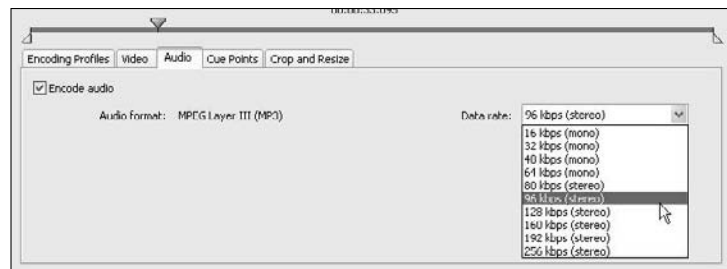
- Set the frame rate to the lowest setting that still looks good, to achieve the fastest download time. If you're encoding a video that has lots of action, you need a higher frame rate — ideally, 24 or better — or else your video loses details and looks fuzzy in places. If you're converting a video, such as this Windows Media file that has already been encoded, your best option is to choose Same As Source from the drop-down list to leave the frame rate unchanged.





5. Set the Quality option to the lowest level that still looks good, to achieve the fastest download times. Use the slider under the Preview window to move through the frames of the video to see the effects of your settings.

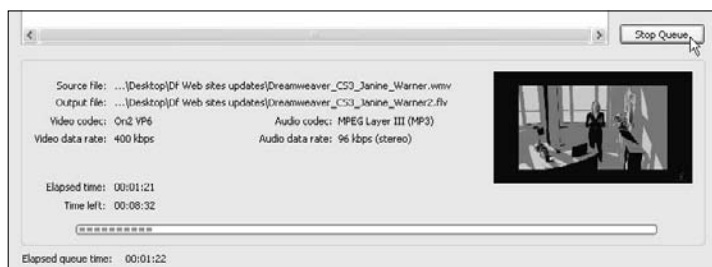
6. Click the Audio tab and adjust the data rate. Again, the lower the number, the lower the quality but the faster the download. If your audio file has only a single voice, you can set this option quite low and it still sounds good. If your audio file has music, special sound effects, or other multifaceted audio factors, set the data rate to at least 96 Kpbs. Use the Cue Points tab to insert cues in the file that make it easier for someone using the file to jump to a particular section. Use the Crop and Resize tab to make the file smaller. (Note that trying to increase the file size of a video can result in a severe loss of quality.)





7. When the settings are complete, click OK; the Settings dialog box closes, and you return to the encoder.

8. When you get all the settings the way you want them, choose Start Queue to begin the encoding process. This process can take several minutes, even for a short file. A small preview window in the lower-right corner of the encoder enables you to watch the encoding process in action.





## Adding Flash Video to Your Site

### Stuff You Need to Know

#### Toolbox:

- ✓ Adobe Dreamweaver
- ✓ A Flash video file (available from this book's companion site; see the Introduction for details)



#### Time needed:

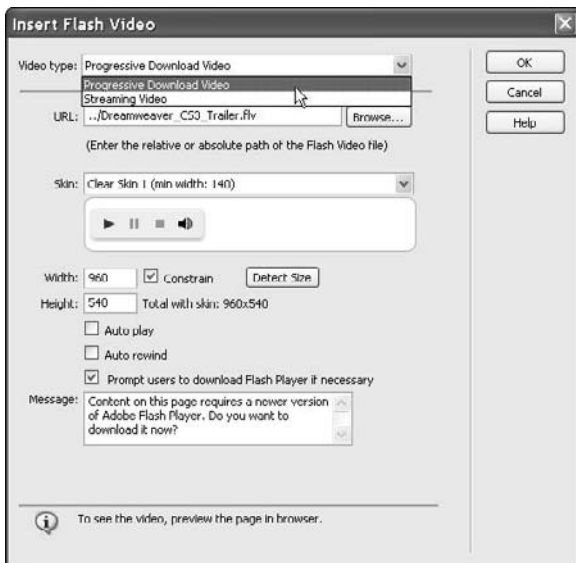
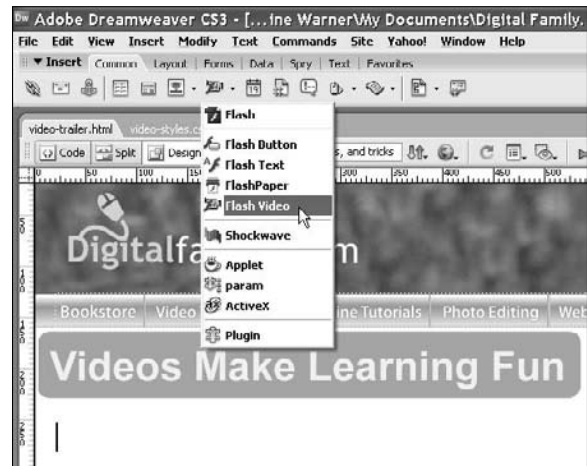
About an hour

Flash video is fast becoming the video format of choice among many designers. Video on the Web has been problematic for a long time because many different formats are available and you can never guarantee that everyone in your audience can view your videos in any single format.

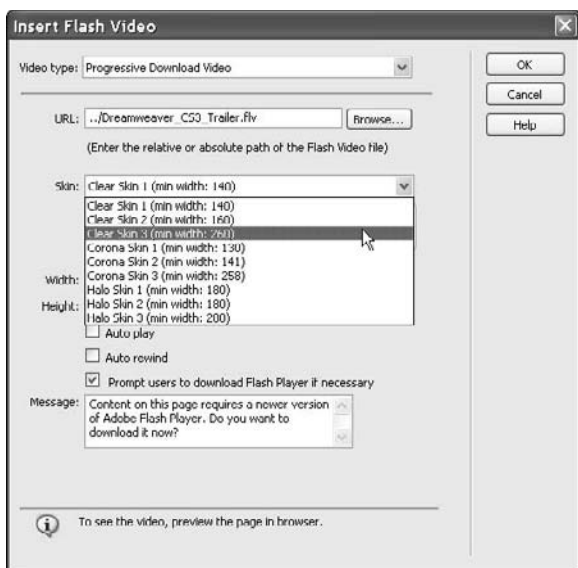
Although the video players have been fighting it out for years, Flash has stepped in to provide an option that's increasingly well supported because thousands of people have the Flash player and it's small and easy to download.

Because Adobe owns both Flash and Dreamweaver, you find support for Flash files in Dreamweaver. You can use the Insert dialog box to easily set the many options for how a Flash video plays within a Web page. In the previous task, you find instructions for converting a video file into the Flash format. Follow these steps to insert a Flash video file into a Web page:

1. Create a new Web page in Dreamweaver or open an existing page, and then click to place your cursor where you want the file to appear on the page. Then select Common from the Insert bar, and from the Media drop-down list, choose Flash Video. (You can also choose Insert → Media → Flash Video.)



2. At the top of the Insert Flash Video dialog box, specify streaming or progressive. Note that you must have a special server for streaming video. Check with your Internet hosting service or system administrator to find whether your Web server supports streaming Flash files. If not, select Progressive. Click the Browse button and select the Flash file from your hard drive. If the file isn't in your site's root folder, Dreamweaver offers to copy it there for you. The Flash file must be in your site's local folders because it must be uploaded to your Web server when you upload the page that displays the file.



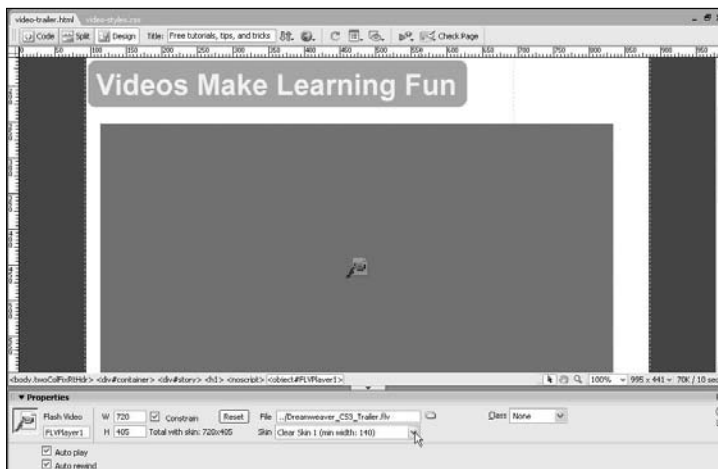
3. Dreamweaver calls the collection of controls for a Flash file a *skin*. Choose a skin from the drop-down list. A preview of the selected skin is displayed in the dialog box below the Skin selection (although the drop-down list covers the preview, as shown here).

4. Click the Detect Size button; Dreamweaver automatically inserts the height and width of the Flash file into the HTML code. If you want the Flash video to play as soon as the page is loaded, click to select the Auto Play check box. To automatically rewind the video after it has played, select the Auto Rewind check box.



5. The Prompt Users to Download Flash Player If Necessary option creates a message that's displayed for visitors to your site who don't have Flash Player installed. You can edit the message in the Message box if you want to change the wording. For example, you can change it to "Join the modern world — get the latest Flash Player already!"

6. Click OK to insert the Flash file and close the dialog box. The Flash file is represented in the Web page by a box that has the same height and width of the video. Click the box that represents the video to select it, and you can make further adjustments to the settings in the Property inspector at the bottom of the workspace, such as choosing a different skin to serve as a player.



## Finding out more about Flash online

One of the best places to find out more about creating Flash files is on the Internet, where a wide range of Web sites offers everything from predesigned Flash files that you can easily customize to useful ideas for getting the most from this award-winning technology. Here's a short list of useful sites, to get you started:

- ✓ **Adobe ([www.adobe.com](http://www.adobe.com)):** You find loads of tips and tricks for creating and using Flash files (as well as many inspiring examples of Flash in action).
- ✓ **Swish ([www.swishzone.com](http://www.swishzone.com)):** If you're looking for an alternative to Adobe Flash, Swish is an excellent little program that's more reasonably priced.
- ✓ **Flash Kit ([www.flashkit.com](http://www.flashkit.com)):** This site has a wide range of resources for Flash developers.
- ✓ **Flash Arcade ([www.flasharcade.com](http://www.flasharcade.com)):** Play some of the best interactive games created in Flash.



7. To view the Flash video, preview the page in a Web browser by choosing File⇨Preview in Browser and then choosing any browser from the menu. You must have Flash Player in order to view the Flash video on your computer. (Note that the Flash skin, which contains the Play and Pause controls, and others, becomes visible only when you roll the cursor over the bottom of the video.)

8. When you insert a Flash video file and include a skin for the player, Dreamweaver creates a Flash file with the .swf extension and saves it in your root site folder. This Flash file contains the player controls. It must be uploaded to your Web site when you publish the page with the Flash file, in order for the player controls to work on your Web site. In this figure, the file named Clear-Skin\_1.swf contains the Flash controller.

|  |                             |                      |
|--|-----------------------------|----------------------|
|  | video-trailer               | Folder               |
|  | Clear_Skin_1.swf            | 4KB Flash Movie      |
|  | Dreamweaver_CS3_Trailer.flv | 17.6... Flash Vid... |
|  | index.html                  | 18KB Firefox D...    |
|  | online-training.jpg         | 5KB JPEG Im...       |



If you want to find out more about more advanced Flash settings, or parameters, visit [www.Adobe.com](http://www.Adobe.com) and search for **setting Flash parameters**.

## Uploading Videos to YouTube

### Stuff You Need to Know

#### Toolbox:

- ✓ An Internet connection
- ✓ A video file optimized for the Internet



#### Time needed:

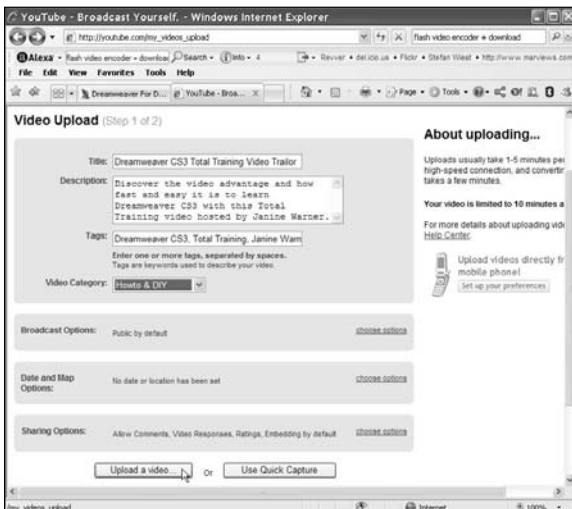
About an hour

YouTube has attracted a tremendous amount of attention in recent years as *the* place to find independently created Web videos. You can not only upload your own videos to [www.youtube.com](http://www.youtube.com) for all the world to see but also use the site as a hosting site for videos by simply adding a link to any video on YouTube to your own Web site.

As you see in this short task, YouTube makes it easy to upload and link to videos. Just be aware that when you upload your own video to YouTube, you give up some rights to your content. (Read the agreement at [YouTube.com](http://YouTube.com) for more details about copyright and other legal issues.) Also, you can upload only videos that are smaller than 100MB and take fewer than ten minutes to play. According to the site: “YouTube accepts video files from most digital cameras, camcorders, and cellphones in the .WMV, .AVI, .MOV, and .MPG file formats.” You can also upload files in the Flash video format.

The good thing is that most videos can easily work within those parameters. If your video is ready to post, follow these steps:

1. Before you can upload videos, you must first register at YouTube, a free and relatively painless process that simply requires filling out a form on the site.



2. To upload a video, click the Video Upload link in the upper-right corner of any YouTube page, and then use the Browse button to locate the video file you want to upload from your hard drive. Fill in the fields in the upload form to describe the video and add keywords, to make it easier for YouTube visitors to find your video when they search the site.



## Chapter 13

# Making Money with Your Web Site

### Tasks Performed in This Chapter

- ✓ Signing up for Google AdSense
- ✓ Inserting code into a Web page in Dreamweaver
- ✓ Adding advertising from AdSense to your site
- ✓ Setting up affiliate ads with Commission Junction
- ✓ Selling products and services with PayPal

**Q**uestion: “How do you make \$1 million on the Internet?”

Answer: “Invest \$10 million.”

It’s an old joke, but there’s still truth in it today. Although you can find many stories about Internet millionaires who became rich with seemingly little effort or investment, the truth is that most good Internet businesses aren’t much different from brick-and-mortar ones. You need a product or service that people are interested in, you have to deliver it in a way that’s useful and accessible, and you must be able to promote your business so that customers can find you.

Despite the risks involved, many people are making money from their Web sites, by using one of these two primary models:

- ✓ **Making money from advertising:** You can sell and host ads yourself, or you can sign up for one of the online advertising networks, such as the exceptionally popular Google AdSense. In this chapter, you find step-by-step tasks for creating and integrating advertising using Google AdSense or the affiliate advertising services Commission Junction or LinkShare, which make it easy to add advertisers to your site that pay a commission on any sales generated from your visitors.
- ✓ **Selling products or services online:** To sell products or services, you need to set up a system for accepting payment. Your options range from the simple (publishing a phone or fax number on your site that customers can call or send orders to) to the complex (a fancy, integrated shopping cart that enables visitors to select items as they navigate your site and automatically tabulates their purchase totals). Somewhere between these two extremes, you can sell products on sites like eBay or Amazon with little investment (or training) or set up a one-click PayPal button for simple purchases, which you find out about later in this chapter.

PayPal offers one of the simplest ways to sell single products — like memberships, tickets, or e-books — by using a Web site. If you want a more complicated shopping system, read my recommendations in the sidebar “Adding a shopping cart to your site,” at the end of this chapter. I don’t cover these services in detail because another excellent book in this series, *Web Stores Do-It-Yourself For Dummies*, by Joel Elad (Wiley Publishing), explains this type of sales site in depth.



Because this chapter features live Web sites, some of the screen shots may have changed since this chapter was written. As a result, you may have to make adjustments to some of the instructions, although the basic concepts and tasks should be similar.

## Adding Advertisers with Google AdSense

### Stuff You Need to Know

#### Toolbox:

- ✓ A connection to the Internet
- ✓ A Web browser, such as Internet Explorer or Firefox
- ✓ A Web site where you want to add Google advertising
- ✓ A Web page editing program, such as Adobe Dreamweaver



**Time needed:**  
About half a day

You can find Google ads on so many different Web sites that the ads seem to appear automatically. And in a way, they do. As you see in this task, you must sign up for an account, select the type of ads you want, and generate a snippet of code to insert into your own site. After you set it up, though, the rest is automatic.

Google has developed an extraordinarily complex system that makes it exceptionally simple to host its ads, and not just any ads, but ads that Google can specifically deliver to your pages based on a number of criteria. The little snippet of code that you place in your pages enables Google to handle several tasks at once, including the ones in this list:

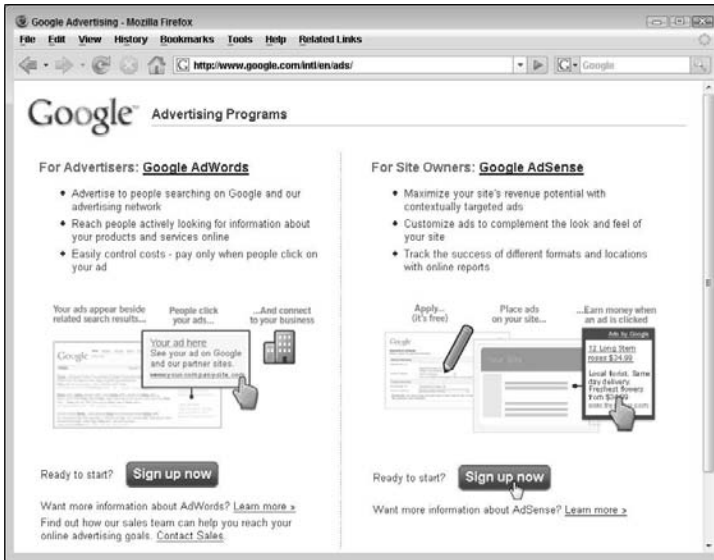
- **Target ads:** The automated Google system reviews the text on your Web pages and matches any relevant keywords it finds to related ad campaigns.
- **Deliver ads:** After the snippet of code is on your pages, Google can deliver ads automatically based on keyword targeting and other criteria.
- **Track traffic:** Google measures the traffic to each page that displays Google ads and tracks the number of people who view the page as well as the number of people who click to view the ad.
- **Measure effectiveness:** Using a complex system of data collection and analysis, Google can deliver detailed reports to advertisers about the success of their campaigns.
- **Calculate payments:** The system keeps a running total of the income you've earned from your Google ads and deposits the money into your bank account automatically.

To sign up for Google AdSense, follow these steps:

1. Open a Web browser with a connection to the Internet, and enter the address **www.Google.com**. On the main Google page, click the Advertising Programs link.

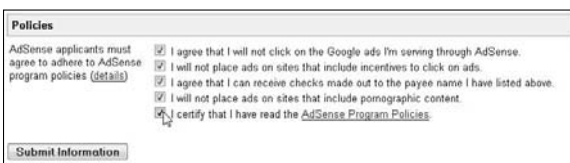
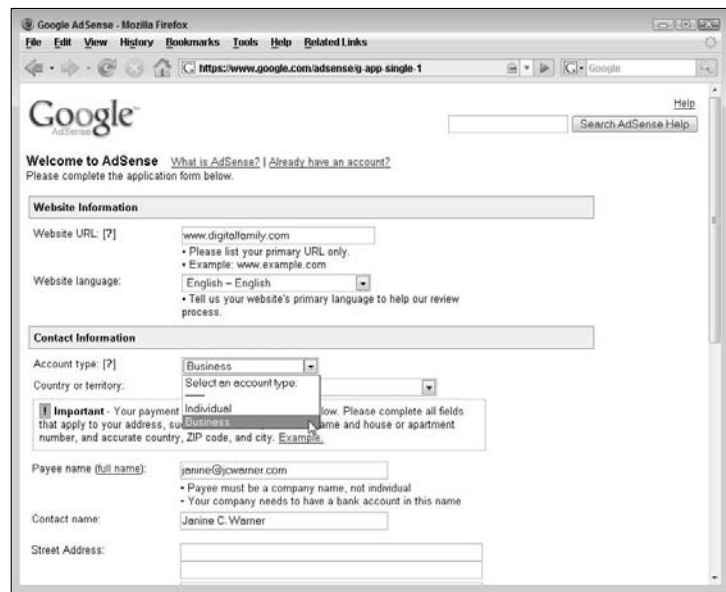






2. The Advertising Programs page is split in two sections: On the left side is information about buying ads, and on the right is information about how publishers can make money by placing ads on a site (publishers, in this sense, are site owners who place ads on a site). In this task, I focus on the publisher side of the business, so click the Sign Up Now button, on the right side.

3. Fill in the registration form with your Web site address, your name, and other details. Be careful to fill out this form accurately because the address you enter is the one Google sends checks to if your ads are successful.



4. Pay special attention to the Google Policy section, at the bottom of the registration form. You must select all these check boxes to indicate that you agree with the policies and will follow the rules. Google has had problems with site hosts clicking the ads on their own sites in an effort to generate income, a practice it now works hard to prevent because it devalues its advertising. When you're ready, click the Submit Information button.

**Would you like to use your existing Google Account for AdSense?**  
 You can use your existing Google account email address and password for AdSense as well. Or you can choose new ones just for AdSense.

I'd like to use my existing Google account for AdSense.  
 I'd like to choose a new login name and password just for AdSense.

Please provide a valid email address for your AdSense login

Email:   
 e.g. myname@example.com. This will be used to sign-in to your account.

Password:   
 Minimum of 8 characters in length. [?]

Re-enter password:

Word Verification: Type the characters you see in the picture below.

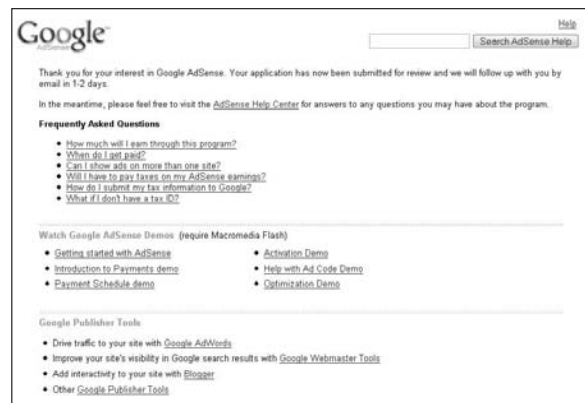


Letters are not case-sensitive

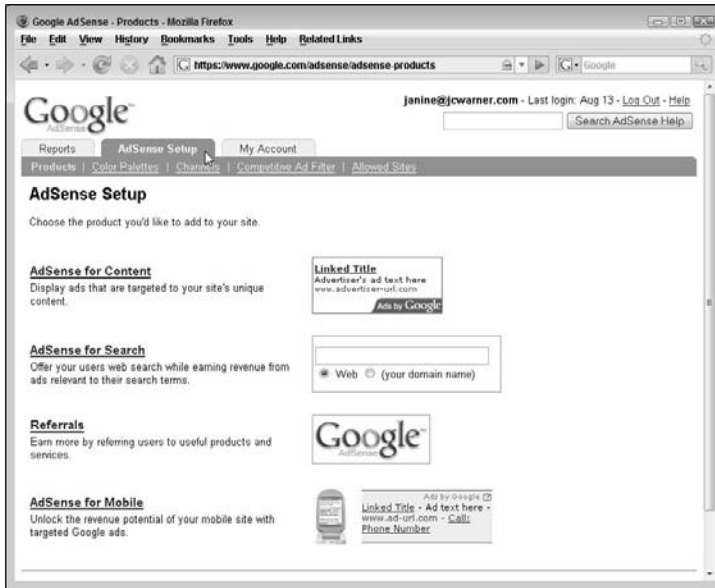
View the [Terms of Service](#) & [Privacy Policy](#).  
 You must accept the Terms of Service to create a Google account.

5. On the verification page that's displayed, read the form carefully to ensure that your information is entered correctly. If you already have an account with Google (or Gmail or any other Google service), you can either use that account with AdSense or create a new login. Either way, complete the form and click the Continue button.

6. If you filled out the form correctly, Google displays a confirmation page, even though you can't get started right away. Google reserves the right to accept or reject anyone who applies for the AdSense program and, as the confirmation page warns, it can take a day or two for Google to review your site and notify you of your acceptance. In the meantime, you can find lots of helpful tips and tutorials for finding out more about how to make the most of Google AdWords.

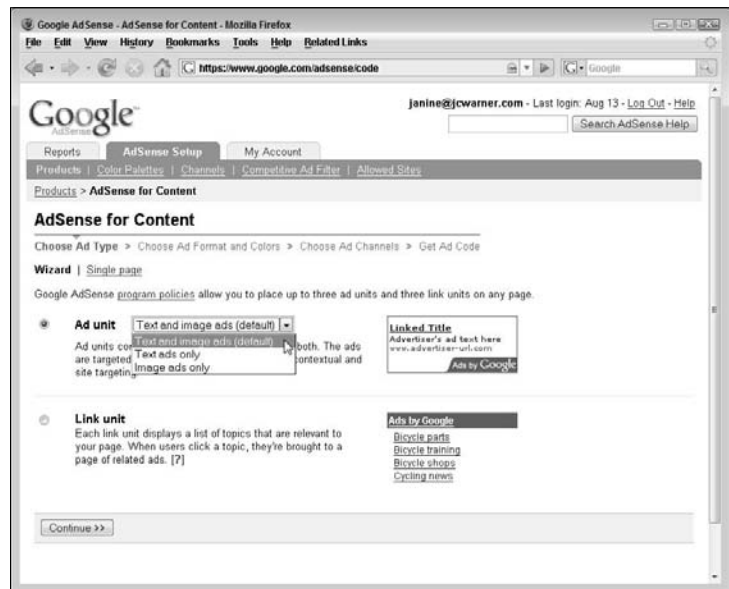


7. After you receive e-mail confirmation from Google, you have everything you need to log in and create the code for advertising on your site, and you can continue to Step 8. Follow the link in the e-mail message or enter **www.google.com/adsense** to go directly to the login page.

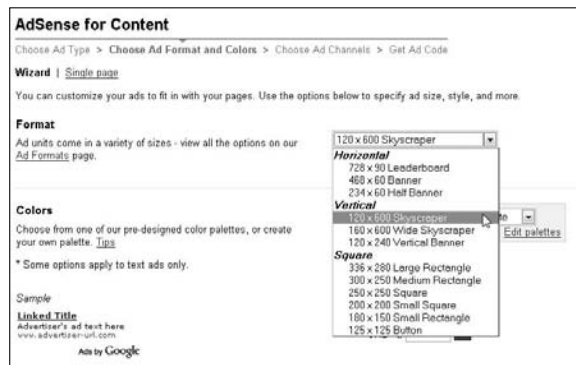


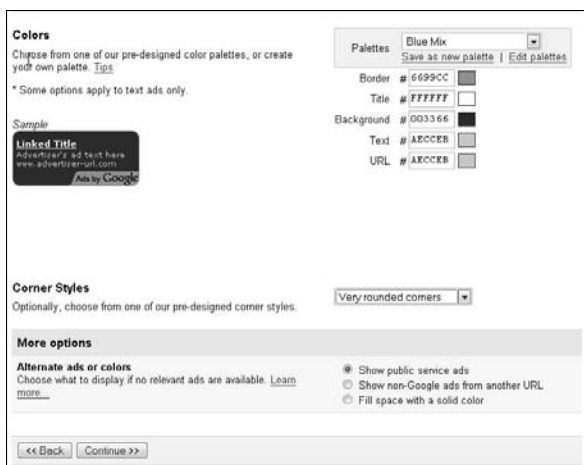
8. Click the AdSense Setup tab at the top of the page and then select the type of ad you want to create. If you want to place advertisements on your Web site, the AdSense for Content section is the best place to start. Simply click the AdSense for Content link to continue.

9. Choose the kinds of ads to display on your pages. For example, select Ad Unit and then choose from the options: text ads, image ads, or a combination of the two, which results in the largest number of advertising options for your site. Alternatively, you can select a link unit, which displays links to more general topics (matched to the keywords on your site) and displays for visitors a page of ads related to that topic. After you make your selection, click the Continue button at the bottom of the screen.



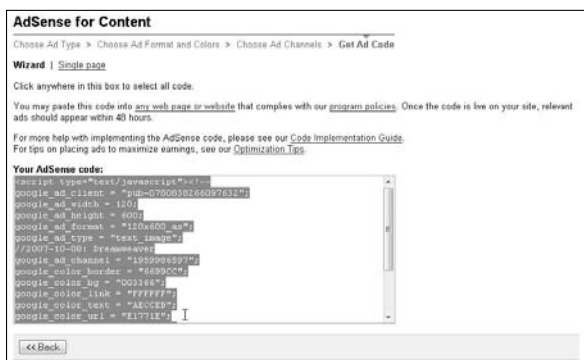
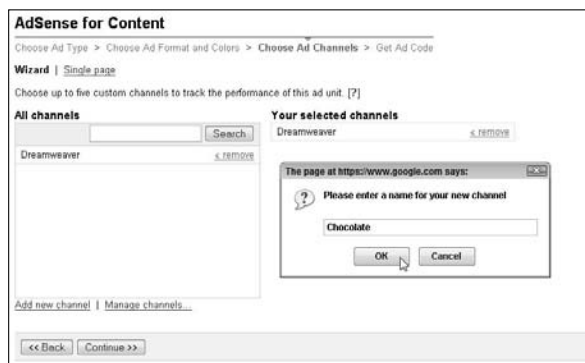
10. Choose the size and colors of the ads to display on your pages. Using the Format drop-down list, choose a size and shape that works best with the design of your Web pages. **Note:** You can repeat this process again to create ads of different sizes for different pages in your site. For now, choose the one you want to start with, such as the vertical 120 x 600 skyscraper that I selected in this example.





**12.** On this screen, you have the option to create channels, which can help you track the effectiveness of advertising on different parts of your site or across different Web sites, if you manage more than one site. You can create a channel for a specific domain name or create a custom channel to track the effectiveness of an ad size or style that you use across your sites. Channels are a unique concept at Google, but they essentially serve as categories for certain kinds of advertising you want to track.

**11.** Choose a color scheme from the drop-down list next to the palettes, or create your own color scheme by selecting the color check boxes next to each of the ad elements, such as Border, Title, and Background. You can also specify the style — rounded or square — of the corners of your ads. Finally, choose the content you want to display if no Google ads match the content of your Web page. For example, you can choose to display public service ads for free if no paying advertisers are available or simply fill the space with a solid color. Click the Continue button when you're done.



**13.** Finally, you see the Get Ad Code page, where Google has generated a snippet of code based on your selections on the previous screens. If you change your mind, you can always go back and make adjustments by clicking the Back button at the bottom of the page. If you're ready, simply click and drag to select all code in the AdSense code window, and then choose Edit→Copy to select the code so that you can add it to your Web pages. Then follow the instructions in the following task for inserting code into a Web page.

## Inserting Code into a Web Page in Dreamweaver

### Stuff You Need to Know

#### Toolbox:

- ✓ Adobe Dreamweaver
- ✓ A Web browser, such as Internet Explorer or Firefox
- ✓ A snippet of code from a site like Google
- ✓ A Web page where you want to add the code



**Time needed:**  
About half an hour

To add code to a Web page, open the page in an editing program, such as Adobe Dreamweaver. In this example, I inserted the code I copied from the Google AdSense site in the previous task. You can add the same code to as many individual pages in a site as you want, and you can add the code to a template page, like the one shown here, to add the code to numerous pages simultaneously.



1. The trick here is that you need to paste the code you copied from the Google site into the HTML code of your Web page. In Dreamweaver, the easiest way to do that is to first click the Split View button, in the upper-left corner of the workspace, to display the code behind the page in the top part of the workspace. The advantage of using Split view is that you can see Design and Code views at the same time. Here's a tip: Click any element in Design view, such as the headline Dreamweaver Tutorials on the right side of this page, and Dreamweaver automatically highlights the corresponding code so that you can find your place more easily.

2. Find the exact place on your Web page where you want to add the code, such as these Google ads, and click to place the cursor in the code. Then choose Edit→Paste to insert the code from the Web site into your page. Notice that the Google AdSense code is surrounded by `<script>` and `</script>` tags. If you ever want to change or remove this code, you must include all of the code.

```

89 <script type="text/javascript"><!--
90 google_ad_client = "pub-0780838266097632";
91 google_ad_width = 160;
92 google_ad_height = 600;
93 google_ad_format = "160x600_as";
94 google_ad_type = "text_image";
95 //2007-10-08: Dreamweaver
96 google_ad_channel = "1959986597";
97 google_color_border = "063E3F";
98 google_color_bg = "FFFFFF";
99 google_color_link = "940F04";
100 google_color_text = "000000";
101 google_color_url = "002E3F";
102 google_ui_features = "rc:6";
103 //-->
104 </script>
105 <script type="text/javascript"
106 src="http://pagead2.googlesyndication.com/pagead/show_ads.js">
107 </script>

```



3. One of the most confusing aspects of adding Google AdSense code to a page in Dreamweaver is that, although you can see the code in Code view, no visible change takes place on the page in Design view. To view your ads in Dreamweaver, you preview the page in a Web browser: Either click the Preview button at the top of the workspace or choose File->Preview in Browser and then select a browser to display the page. As long as you're connected to the Internet, the Google ads should be displayed wherever you added the code to your page. If everything looks okay, you're ready to upload the pages to your Web server, where the ads will become visible to your visitors and you can start earning money! (You find instructions for uploading your pages in Dreamweaver in Chapter 9.)



When you open Dreamweaver to add your code, leave your Web browser open so that it displays the page where you copied the code, in case you want to make changes or need to copy the code again. You can easily switch between two programs on your computer by pressing Alt+Tab (or  $\text{⌘}+\text{Tab}$  on a Mac).



The code you copy from a site like Google may include a script or other code that isn't in basic HTML. This issue shouldn't matter, as long as you copy the code exactly as Google (or any other Web site) instructs you to and you paste all the code into the HTML in your Web page. For example, if the code begins with a `<script>` tag, it should include a `</script>` tag.

## Signing Up with Affiliate Programs

### Stuff You Need to Know

#### Toolbox:

- ✓ A connection to the Internet
- ✓ A Web browser, such as Internet Explorer or Firefox
- ✓ A Web site where you want to add affiliate advertising



#### Time needed:

About half a day

*Affiliate* programs are a special type of advertising program designed to pay you a commission on any product or service that's sold if someone clicks on an ad on your Web site. The tasks of signing up for affiliate programs and adding their respective code to your Web site work similarly to the way you do them in Google AdSense, but the way you earn money with them is quite different.

With AdSense, you earn a small commission every time someone clicks on an ad on your Web site. If you use affiliate ads, however, you're paid only if someone clicks on the ad and then buys something from the advertiser — but you usually get paid much more if your ad leads to a sale. For example, a Google ad might earn you a few cents when someone clicks on it, but an affiliate link to Total Training (which produces video training programs) can earn you as much as 20 percent of the sale price on purchased videos, and that amount can be \$20 or more per video.

Perhaps the most famous affiliate program is the one created by Amazon. Like most programs of this type, including Google AdSense (which I cover in the previous task in this chapter), you must first fill out a registration form and wait to be approved, and then generate on the Amazon site a snippet of code that you can add to your own pages. You can find many similar programs, run directly by companies like Amazon, but if you want to use affiliates, you also find sites like LinkShare and Commission Junction, which take on the task of managing the relationship between advertisers and publishers.

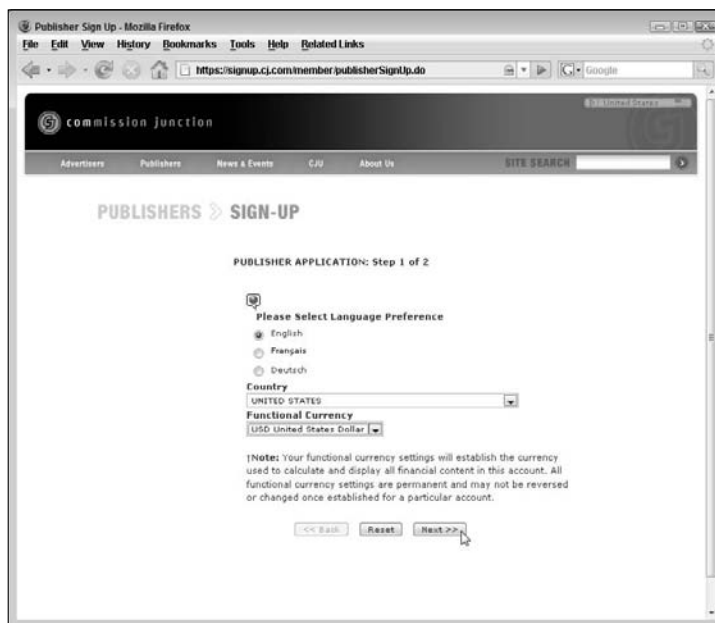
For advertisers, the advantage of a site like LinkShare or Commission Junction is that it handles all the technical details of signing up publishers, delivering ads, and tracking results. The advantage for publishers who want to add affiliate ads to their Web pages is that you can sign up once with a site like Commission Junction and then add many advertisers to your pages through their sites.

The following steps walk you through the process of signing up for the Commission Junction affiliate program (the LinkShare program is quite similar, and you can sign up for both programs to access all their advertisers):



1. Open a Web browser with a connection to the Internet, and enter the address **www.Commission Junction.com**. Click the Publishers link to read more about the program, or click the Click Here to Apply link to go directly to the publisher's registration page.

2. Select the language you prefer and your country and currency, and then click Next. As of this writing, Commission Junction invites participants for most countries in the world but supports currency only in U.S. dollars, euros, British pounds, Swedish kronas, and Canadian dollars. Check the Web site for specific instructions for currency exchange based on your country, as well as updates and additional currency that the company plans to support in the future.

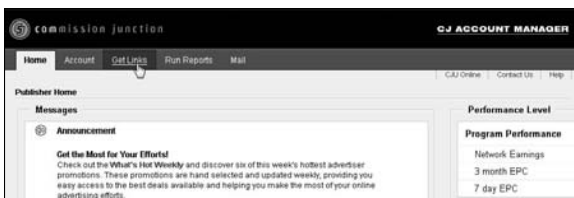




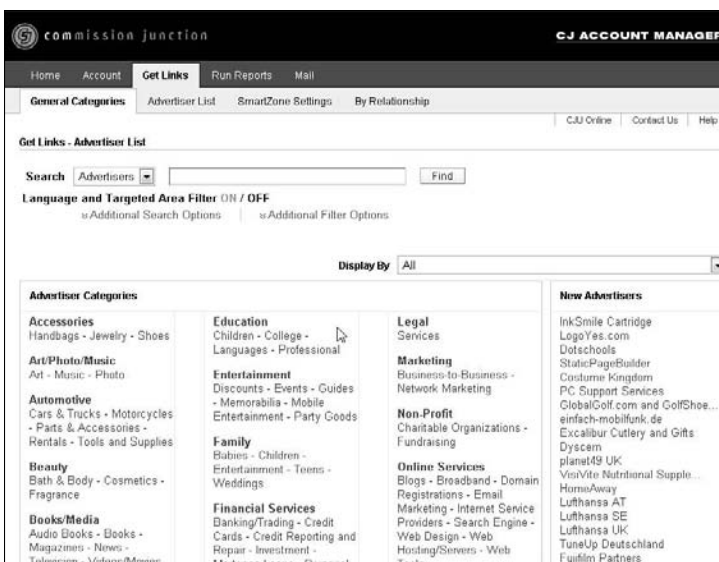


- Review the service agreement, and note that you must scroll to the bottom of the agreement and click the Accept button in order to accept it. Fill in all required fields, indicated with an asterisk (\*). Commission Junction asks for a great deal of information on this page, including your Social Security number, and you must answer all required questions if you want to sign up for this affiliate program. Click the Accept Terms button at the bottom of the page when you're done.

- When you click the Submit Information button, Commission Junction displays a confirmation page and automatically sends you an e-mail with instructions for completing the registration process, filling out a W-9 tax-information form, and logging in to the site with your new username and password. Enter **www.cj.com** into your Web browser, and use the login and password information from the e-mail to sign in to the site.

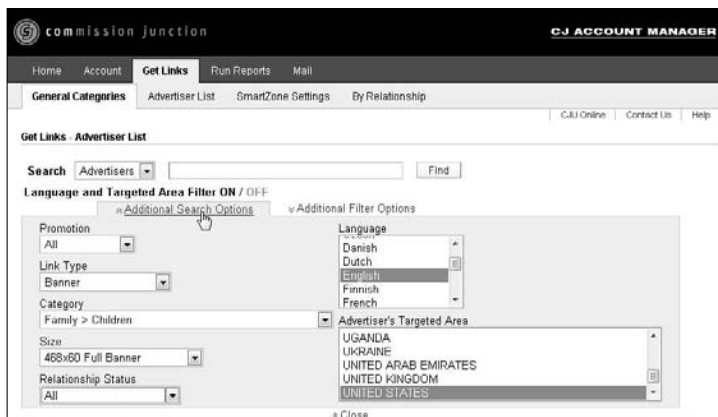


- The CJ Account Manager features a series of tabs across the top of the page, where you can make changes to your account information, run reports to track the success of ad campaigns, and use the Commission Junction integrated e-mail system. Click the Get Links tab to start creating the code to add to your Web pages.



6. On the Get Links page, you find a seemingly overwhelming number of options, but your first step is essentially to choose the advertisers you want to work with. A good way to start is to browse the categories of advertisers to get a sense of the available options. Look for advertisers that sell products or services that are most likely to appeal to the people who visit your Web site.

7. To narrow the list of advertisers you can browse, click the Additional Search Options link, at the top of the Get Links page, to limit the list by language, product, and other criteria. Limiting the list to at least the advertisers in your primary language is a good start. In this example, I selected companies that offer products or services for babies.



Advertiser Search Results

Results 1 - 9 of 9

Apply to Program

| Advertiser                                                                | 3 Month EPC (USD) | 7 Day EPC (USD) | Network Earnout | Sale                     | Lead            | Click | Status               | Category |
|---------------------------------------------------------------------------|-------------------|-----------------|-----------------|--------------------------|-----------------|-------|----------------------|----------|
| BabyUniverse » View Links » View Products                                 | \$32.30           | \$21.54         | ████████        | Sale: 6.00% USD          | No Relationship |       | Babies               |          |
| Cosmet Book Baby Gifts » View Links » View Products                       | \$20.45           | \$15.58         | ████████        | Sale: 10.00% USD         | No Relationship |       | Babies               |          |
| icobycenter store<br>BabyCenter Store » View Links » View Products        | \$24.61           | \$34.51         | ████████        | Sale: 6.00% USD          | No Relationship |       | Babies               |          |
| MaternityCard.com » View Links                                            | \$23.20           | \$7.96          | ████████        | Lead: \$4.00 USD         | No Relationship |       | Babies               |          |
| Mothercare » View Links » View Products                                   | \$20.32           | \$22.78         | ████████        | Sale: 4.00% GBP          | No Relationship |       | Babies               |          |
| Robeaz Fashion Ltd. » View Links » View Products                          | \$12.90           | \$19.38         | ████████        | Sale: 8.00% USD          | No Relationship |       | Babies               |          |
| babytoys.com » View Links                                                 | \$10.53           | \$14.21         | ████████        | Lead: \$1.00 USD         | No Relationship |       | Babies               |          |
| Overstima Baby Affiliate Program » View Links » View Products             | \$9.21            | \$10.16         | ████████        | Sale: 6.00% USD          | No Relationship |       | Babies               |          |
| <b>Buy.com</b><br>Buy.com USA and Buy.com CA » View Links » View Products | \$9.16            | \$12.13         | ████████        | Sale: 3.00% - 10.00% USD | No Relationship |       | Consumer Electronics |          |

8. As you drill down through the list of potential advertisers and start to make your selections, consider the commissions they offer and their overall performance in the network, all of which are listed for each advertiser.



If you're looking for a specific company, you can enter the name into the Search field at the top of the Get Links page at any time. If the company you're looking for isn't available, Commission Junction provides you with a list of similar companies.

**BabyUniverse Detail**

**Contact:** Dan Carter  
**Email:** affiliates@babyuniverse.com  
**Country:** UNITED STATES  
**URL:** http://www.babyuniverse.com  
**Currency:** USD United States Dollar

**Joined Network:** 26-Sep-2006  
**Category:** Babies (show similar advertisers)

**Description:**  
 The BabyUniverse Affiliate Program is a simple, free opportunity that allows you to earn money by joining the BabyUniverse team. All you have to do is place a BabyUniverse banner or button on your site and we will do the rest. When a visitor clicks on the link and makes a purchase from BabyUniverse, you earn your commission on each purchase – 8% on every order that originates from your site.

**Program Highlights:**

- Earn 8% commission on all sales
- We do all the work!
- We are constantly running special promotions to convert visitors into customers!
- Monthly commissions
- Commission payments on sales that occur up to 30 days after initial visit by user

Over the past 8 years, BabyUniverse has emerged as a leading online retailer of baby and toddler products. We are committed to offering our visitors a huge assortment of products at competitive prices. BabyUniverse is growing by leaps and bounds and we offer the largest selection in our stores - Baby, Toddler, Kids, and our Boutique. You will be proud of your affiliation with BabyUniverse.

**Get Links**

| By Type              | By Promotion  |
|----------------------|---------------|
| Product              | All           |
| All(Except Products) | Coupons       |
| Banner               | Sweepstakes   |
| Advanced Link        | Hot Product   |
| Text Link            | Sale/Discount |
| Contact Link         | Free Shipping |
| SmartLink            | Seasonal Link |
| Advertiser SmartZone |               |
| Keyword Link         |               |

**Mail Settings**

Receive Email

Note: This selection pertains only to this advertiser and to messages sent using Commission Junction Member Messaging Technology. View your global mail settings.

**Network Performance**

| Network Earnings | (view trend)             |
|------------------|--------------------------|
| 3 month EPC      | \$32.30 USD (view trend) |
| 7 day EPC        | \$21.54 USD (view trend) |

9. Click the name of any advertiser to display a Details page with a description of the company, program highlights, and links to advertising options. Click any of the options in the Get Links box, in the upper-right corner, to generate the code you need in order to add the advertiser to your Web site. In this example, I chose the Banner ad option for BabyUniverse.

10. Most advertisers offer a collection of distinct ad sizes and designs, and you can choose which ones you want to place on your pages. When you find one you like, simply click it to continue.

**BabyUniverse Detail - Get Links - Banner**

Results 1 - 11 of 11

Click to select multiple links.

| Link | Name                             | Link ID  | 3 Month EPC (USD) | 7 Day EPC (USD) | Sale            | Lead | Click | Status | Get Links                  |
|------|----------------------------------|----------|-------------------|-----------------|-----------------|------|-------|--------|----------------------------|
|      | Generic 720x90 Banner            | 10436748 | \$76.09           | N/A             | Sale: 8.00% USD |      |       | Active | Get JavaScript<br>Get HTML |
|      | 498x60 Full Banner Sale/Discount | 10451836 | \$69.84           | N/A             | Sale: 8.00% USD |      |       | Active | Get JavaScript<br>Get HTML |
|      | Generic 80x31 Banner             | 10436740 | \$59.14           | \$36.78         | Sale: 8.00% USD |      |       | Active | Get JavaScript<br>Get HTML |
|      | Generic 498x60 Banner            | 10436741 | \$54.20           | \$51.34         | Sale: 8.00% USD |      |       | Active | Get JavaScript<br>Get HTML |
|      | Generic 120x60                   | 10456231 | \$52.96           | \$30.06         | Sale: 8.00% USD |      |       | Active | Get JavaScript<br>Get HTML |
|      | Generic 125x125 Square Button    | 10436747 | \$51.10           | \$14.11         | Sale: 8.00% USD |      |       | Active | Get JavaScript<br>Get HTML |

**Join Advertiser**

**BabyUniverse** Congratulations. Your application has been approved and you are now a member of the advertisers program.

**Link Details:**

- Link Status: Active
- Promotional Dates: Ongoing
- Link ID/Name: 10456231 / Generic
- Link Type/Size: 120x60 Button
- Description: BabyUniverse G
- Link Designation: JavaScript and
- Destination: View Destination Advertiser allow Advertiser allow
- 3 Month EPC: \$52.96 USD
- 7 Day EPC: \$30.06 USD
- Advertiser: BabyUniverse
- Category: Family > Babies
- Link Language: English
- Relationship Status: No Relationship

CJ ACCOUNT MANAGER Copyright © 2003-2007 Commission Junction Inc. All rights reserved. | System Time: 5-04-2007 14:45 PDT

11. If you've never worked with the advertiser, you need to join its program before you can add its ads to your site. Some advertisers require a manual approval process that can take a few days; others accept you into the program right away.

## Finding affiliate programs

This list describes a few of the more popular affiliate programs you can add to your Web site:

**Commission Junction:** Featured in the lesson in this chapter, Commission Junction ([www.commissionjunction.com](http://www.commissionjunction.com)) is one of the most popular affiliate networks on the Web.

**LinkShare:** Similar to Commission Junction, LinkShare ([www.linkshare.com](http://www.linkshare.com)) is a network of affiliate advertisers and makes it easy to work with many affiliates at once.

**Chitika:** Specializing in blogs, this site, at [www.chitika.com](http://www.chitika.com), offers publishers a

service that's part Google AdSense and part affiliate program, by offering ads that pay for clicks and sales.

**Amazon:** One of the oldest and best-known affiliate programs on the Internet, Amazon ([www.amazon.com](http://www.amazon.com)) makes it easy to sell books, computers, and any other products available on the site with links that direct your visitors to the exact product page at Amazon.com.

Check out these popular affiliate programs online, and don't forget to search the Web for affiliate sites.

12. After you're accepted into the program, the bottom of the Details page changes to offer options about how you can obtain the code you need to add to your own site. Choose HTML if you want to add the advertiser by simply copying and pasting HTML code into your Web page.



13. When you're ready, simply click the Highlight Code button to select all code in the code window. and then choose Edit↵Copy to copy the code so that you can add it to your Web pages. Then open the Web page you want to add this code to in a program such as Adobe Dreamweaver. You can add the same code to as many individual pages in your site as you want, and you can add the code to a template page in Dreamweaver to add the code to numerous pages simultaneously. (For instructions, see the task "Inserting Code into a Web Page in Dreamweaver," earlier in this chapter.)

## Adding a PayPal Button

### Stuff You Need to Know

#### Toolbox:

- ✓ A connection to the Internet
- ✓ A Web browser, such as Internet Explorer or Firefox
- ✓ A Web site where you want to add a PayPal purchase button
- ✓ A Web page editing program, such as Adobe Dreamweaver

**Time needed:**  
About half a day



You can sell products and services online in many ways. At the simple end of the spectrum, you can set up an account at PayPal.com and start selling products or services in a matter of minutes, with minimal effort and no upfront investment.

Moving up the scale in complexity and price, you can create a shopping system at any of the dozens of e-commerce sites that offer more complex shopping cart systems.

I recommend, as a general rule, that you start simple and add more complex and expensive e-commerce options as you start making more money. If you're determined to add a full-featured shopping cart right away, the book *Web Stores Do-It-Yourself For Dummies*, by Joel Elad (Wiley), gives you detailed instructions for using some of the most popular online shopping systems.

If you want to get started with PayPal right away, follow these steps:

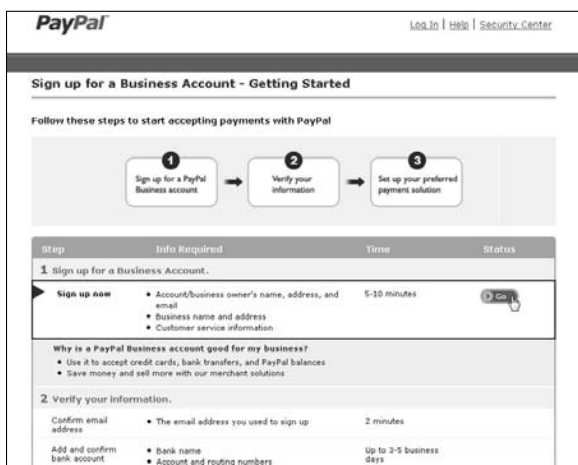
1. Open a Web browser with a connection to the Internet, and enter the address **www.PayPal.com**. Click the Merchant Services tab at the top of the window to see a detailed explanation of the many kinds of payment services offered by PayPal.





2. On the Merchant Services page, you find links to the many kinds of payment services offered by PayPal. Notice that each option includes a link to sign up, a link to watch a demo, and a link to find out more about pricing information, including fees and commissions. Click the Sign Up link to begin the registration process.

3. If you already have a PayPal account (even if you used it only to purchase items in the past), you can log in with your existing account information and continue with the setup process to upgrade PayPal so that you can use its sales services. If you're new to PayPal, click the Sign Up button to continue.



4. You can read about your options and the steps involved on the Get Started page, but all you need to do is click the Go button next in the Sign Up Now area to continue.

- Fill in the forms carefully and completely. PayPal uses this information to process payments and to verify your identity when you use its service. When you finish with the online registration process and enter all your bank information, the Get Started page is displayed, where you can verify your information.

| Step                             | Info Required                         | Time to Complete | Action |
|----------------------------------|---------------------------------------|------------------|--------|
| Confirm email address (required) | The email address you used to sign up | 2 minutes        | Go     |
| Confirm your bank instantly      | Online banking access                 | 2-3 minutes      |        |

- To confirm your e-mail address, click the Go button. PayPal sends an e-mail message to the address you entered when you completed the registration form. Open the link in that message in a Web browser and enter your password when prompted to complete the e-mail verification process.

- When you complete the registration process, and whenever you log in to PayPal, you should see the My Account Overview page, where you find links to the many features offered by PayPal. Next, you should complete the bank verification process, which you can do by scrolling down the page and clicking the Go button, next to Confirm Your Bank Instantly.

| Step                        | Info Required         | Time to Complete | Action   |
|-----------------------------|-----------------------|------------------|----------|
| Email confirmation          |                       |                  | Complete |
| Confirm your bank instantly | Online banking access | 2-3 minutes      | Go       |



Because PayPal is a prime target for fraudulent activity and identity theft, it provides many levels of verification and mechanisms to confirm your information, from your e-mail address to your bank account. Taking a little extra time to verify all your information can help protect you and your accounts.

**Complete Bank Confirmation for Your Security**

PayPal made two small deposits to your bank account. Now that you've looked up these deposits, please enter these deposit amounts exactly as they appear on your bank statement. This process ensures that you are the owner of this account.

Bank Account: Bank of America, xxxc xxxxxx Deposits Pending

Deposit Amounts: \$0.00 USD (two digits)  
\$0.00 USD (two digits)

- It usually takes 3-5 business days to appear on your bank statement.
- Check with your bank and come back later.

Once you complete this process, you can make instant PayPal payments funded with your bank.

If you are unable to check your bank statement and find the deposit amounts, you can:

- [Confirm your bank account using your online bank account information](#)

8. To ensure that you're who you say you are and that you have access to the bank account you entered when you registered, PayPal makes two small deposits into your account. The amounts may be as little as a few cents, but the goal isn't for you to make a lot of money — it's to make sure that you can prove that the account is yours by entering the exact amount of the deposits into the bank confirmation form on PayPal. Your bank will likely take a few days to record the deposits, and you can find out the amounts so that you can confirm your account. In the meantime, you can continue to set up your account and even begin using the PayPal services. You just can't withdraw any money from your bank account until you can tell PayPal the exact amount that was deposited into your account.

9. Click the Merchant Services tab at the top of the screen whenever you're logged in to your account, to set up or edit any of your payment systems for your Web sites. The simplest payment system uses the Buy Now button. To create one for your site, click the Buy Now Button link near the upper-left corner of the page.

**Create Buy Now button**

Item details

Item name/service: Don't Waste Your Money on the Web

Item ID/number (optional): ebook101

Price: 20

Currency: U.S. Dollars

You can change the default checkout language and content for your buyer by selecting from the countries below. Otherwise, do nothing and your buyers can choose for themselves.

Buyer's default country: United States

Weight: (Optional) Lbs

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Choose button style

Buy Now 107x26  Pay Now 107x26

Buy Now 122x47  Pay Now 122x47

Buy Now 86x21  Pay Now 86x21

Need more choices?  
[Use your own button image](#)

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Button encryption

Yes Your item price and other details are encrypted and cannot be altered.  
**Note:** Selecting encryption means you cannot use option fields or create email links.

No Non-encrypted buttons allow you to directly modify your HTML code, create option fields, and generate email links.

10. Fill in the Create Buy Now Button form with information about the product or service you want to sell and the amount you want to sell it for. Then select the size and style of button you want. (This is how the button will appear on your Web page.) Then choose your shipping and sales tax options. You also have Button encryption options: Select the first radio button to enable encryption if you want to create a button that's more secure, but note that it cannot be edited again after you create it. (Of course, you can always go back and create a new button if you want to make changes.) Select the second button if you want to be able to modify the code after it's added to your page. (You should choose this advanced option only if you know how to edit the code yourself.)



## Adding a shopping cart to your site

Although PayPal offers a quick and easy way to start selling products and services on the Web, you might find many other options superior, especially if you want to sell many products or services on your Web site. Here are a few of the most popular e-commerce options on the Web:

**Yahoo! Merchant Solutions:** Yahoo! Merchant Solutions ([store.yahoo.com](http://store.yahoo.com)) offers a full line of e-commerce services, including a multifaceted shopping cart.

**ProStores:** ProStores ([www.prostores.com](http://www.prostores.com)) offers an all-in-one shopping system and an enterprise-level e-commerce solution that includes supply-chain and vendor-management tools.

**1&1:** The 1&1 site ([www.1and1.com](http://www.1and1.com)) claims to be the largest domain registrar in the world. This site also provides Web hosting, e-commerce, and a shopping cart system.

**PayLoadz:** PayLoadz ([www.payloadz.com](http://www.payloadz.com)), which works with PayPal, is specially designed to sell downloadable products such as e-books and software, and fee-based services, such as subscriptions and memberships.

For more detailed instructions on working with these shopping carts, read the book *Web Stores Do-It-Yourself For Dummies*, by Joel Elad (Wiley Publishing).

**Add a Buy Now button to your website**

Copy your custom HTML code  
Click the **Select All** button to highlight the code within the box and then copy it.

**Note:** An email link will not be generated if you are using button encryption. To turn encryption off, return to the previous page and click the **No** button under **Button encryption**.

**Encrypted HTML code for Websites:**  
(Copy and paste this HTML code onto your website)

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
<input type="hidden" name="cmd" value="s-xclick">
<input type="image"
src="https://www.paypal.com/en_US/i/btn/btn_buynow_SH.gif" border="0"
name="submit" alt="Make payments with PayPal - it's fast, free and
secure!"
<input type="hidden" name="hosted_button_id" value="XXXXXXXXXX">
</form>
```

Select All

Paste the HTML code onto your website or into your email  
Use an HTML editor to open up the webpage where you'd like the payment button to appear. Paste the button code you just copied into the appropriate line. Now preview your webpage; you should see the payment button next to the item you want to sell.

Some HTML editors may add, delete, or change characters in your code. Make sure that the button code pasted into your webpage is identical to the code above.

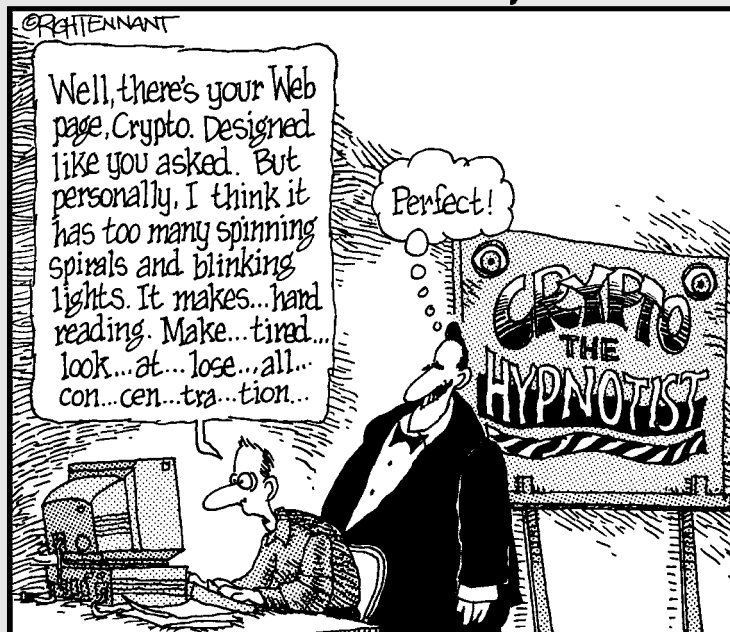
11. Click the Create Button Now button at the bottom of the form to add the Add a Buy Now button to your Web page. Click the Select All button at the bottom of the page to select the code that PayPal generated, and then choose Edit→Copy to copy the code. Next, you need to open the Web page that you want to add this code to in a program such as Adobe Dreamweaver. (For instructions, see the task “Inserting Code into a Web Page in Dreamweaver,” earlier in this chapter.)

# Part IV

## The Part of Tens

### The 5<sup>th</sup> Wave

By Rich Tennant





## Chapter 14

# Ten Cool Services for Your Site

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### *In This Chapter*

- ▶ Finding inexpensive professional images
  - ▶ Using pop-up previews
  - ▶ Identifying fonts in graphics
  - ▶ Creating surveys for your visitors
  - ▶ Adding a favicon to the address bar
  - ▶ Hiding your e-mail address from spammers
  - ▶ Tracking Web visitors
  - ▶ Setting up a teleconference
- 

**T**he best Web sites include a broad range of features, from attractive graphics to interactive surveys to detailed reports about site visitors. But many of the most advanced features are highly complex to create and maintain. Fortunately, a growing list of Web services allows you to easily add specialized options to your Web site, without having to spend a lot of time or money. In this chapter, I introduce you to some of my favorite online resources — sites that can help you take your site beyond the basics without breaking the bank.

Most Web-based services like these make it easy to set up an account and then generate a snippet of HTML code that you can add to your own Web site. You find instructions for adding code snippets to your pages using Dreamweaver in Chapter 13.

## *Finding Out Who's Visiting Your Site*

Most Web hosting services provide basic log reports and traffic information, but if you truly want to know how people are finding your Web site and what they're doing after they get there, consider using a service such as StatCounter.com ([www.StatCounter.com](http://www.StatCounter.com)) or Webstat, described in detail in the next section.

## *Tracking visitors with Stat Counter*

To use the StatCounter service, you set up an account and fill out a few forms to create a custom setup for your site. Then just copy a bit of code from the site into the code in your Web pages. StatCounter then uses that invisible bit of code to track site traffic and generate reports that you can view to learn more about your site's visitors. (You find instructions for adding a snippet of code to your pages in Chapter 13.)

You can start with a free, limited level of service at StatCounter and then upgrade for a fee to view more data (up to 15 million page loads per month). Visit StatCounter.com for a demo and a sample report showing all the different kinds of information you can collect, including which keywords people use to find your site through search engines, which browsers they use to visit your pages, and how long they stay after they get there. Studying how people use your Web site is one of the best ways to determine how to develop your content and design and establish where you're likely to achieve the greatest success with your Web site.

## *Watching traffic with Webstat*

If you're looking for the best services for your site, give the online traffic-reporting system Webstat ([www.webstat.com](http://www.webstat.com)) a try. Similar to StatCounter, Webstat has you set up an account and then insert a snippet of code from its system into your pages.

At Webstat, you can display a Web counter on your pages for visitors to see, or you can keep your traffic numbers private by using its invisible service. Sign up for a limited free account, or consider one of the paid levels of service for more detailed reports.

## *Downloading Professional Images Inexpensively*

Professional photographs and graphics can transform a simple page design into a professional showcase. But high-quality images can be pricey. For professional, royalty-free images without the high price tag, visit iStockPhoto ([www.istockphoto.com](http://www.istockphoto.com)) where you can buy — and sell — high-quality photos and other images for \$1 to \$5 (depending on the resolution).

This searchable site makes it easy to find all kinds of photographs, illustrations, and even animated graphics and videos. Search for **German Shepherd**, for example, and you'll find nearly 1,000 photos of those lovely beasts; search for **dogs** and you'll find more than 16,000. You can even search for general terms, like **smile** or **raised hands**, to find images to fit almost any design idea or Web site.

When you find a photo that you like at iStockphoto, you have the option of downloading a "comp" version for free. (It has the iStockphoto logo printed across the middle but is handy for mockups). You can also save images into a collection (called a *lightbox*) that's stored on the iStockphoto Web site so that you can easily go back and review your favorites later.

When you're ready to purchase images, you can use any major credit card to buy credits on the site. The more credits you buy in advance, the better the price. The cost of each image is based on the resolution — the higher the resolution, the more the image costs, and most images are available in multiple resolutions. Low-resolution images, which work fine for most Web sites, cost as little as \$1. The standard rights agreement covers most commercial uses up to 500,000 copies. An extended license is available for a higher price. Make sure to read the license agreement for details.

In Chapter 4 you find instructions for editing, resizing, and saving images. See Chapter 5 for instructions for inserting images into your Web pages.

## *Highlighting Links with Pop-Up Previews*

The innovative online service Snap.com ([www.snap.com](http://www.snap.com)) creates a small pop-up preview of any page you link to on your site. You simply sign up — for free — at Snap.com and use its online tool to generate special code that you can copy and paste into the code in your Web pages.

With the unique Snap.com pop-ups, anytime a visitor rolls the cursor over a link, a small pop-up window appears with a preview that displays the page or site that you linked to from your site. It's a useful way to give visitors a little more information as they peruse your pages and to highlight the links on your site.

## *What the Font? (An Online Matchmaker)*

If you've ever tried to identify an unusual font, you know how challenging it can be and you'll likely appreciate the character-recognition software offered at WhatTheFont.com, ([www.whatthefont.com](http://www.whatthefont.com)). Using this free, online service, you can upload any graphic or enter the URL to any image on the Web, and the program analyzes the image and tries to identify the font.

The system isn't perfect, but even if WhatTheFont can't identify the exact font, it gives you the closest matches it can find, which at least gets you pointed in the right direction. You can also opt for the "human" service, to have your graphic further reviewed by expert font matchers.

And, if you want to buy the font after you use the service to identify it, the site's creators are happy to sell you fonts that you download to your own computer. For more on the best options for using fonts on the Web, see Chapter 5.

## *Surveying Your Visitors*

If you want to know what visitors to your site really think, just ask them.

An online survey is a helpful way to gauge the experience of your audience and to invite reviews. You can also use online surveys as planning tools to poll your audience about how and where they might want an event, for example, or which new features they're most interested in.

You can create a free, online survey at SurveyMonkey.com ([www.surveymonkey.com](http://www.surveymonkey.com)), and link to it from your Web site. Survey Monkey makes it easy to create the survey by simply filling out a form in a Web browser and then automatically tallies the results and presents them in a series of reports and pie charts. It's an excellent way to impress your board of directors at your company's next annual meeting.

## *Dressing Up the Address Bar with a Favicon*

Have you ever wondered how some sites add those little custom graphics to the address bar, at the top of the browser? For example, Google adds the letter *G* and Adobe adds its logo. You too can add any image to your site — you just have to get it in the right format.

Fortunately, turning a graphic into a *favicon* (or *shortcut icon*) is easy and free at [www.htmlkit.com/services/favicon/](http://www.htmlkit.com/services/favicon/). Just upload any graphic of your own, and this online tool automatically converts it into a favicon that you can use on your site. After your image is saved in the `.ico` format, you simply upload it to the main root folder of your Web site, and your image is automatically displayed on the address bar in a browser.

Favicons also appear in the list of bookmarks, or favorites (which is where the name comes from) when a visitor saves your Web site in a browser. Including a favicon, therefore, can make your site stand out from a list of saved Web addresses and can help build and strengthen your brand.

## *Protecting Your E-Mail Address from Spammers*

Spammers gather millions of e-mail addresses from Web sites every day by collecting e-mail addresses from links on Web pages. Web designers commonly include e-mail links so that visitors can easily contact them. Unfortunately, those simple e-mail links make it even easier for spammers to gather e-mail addresses automatically.

To help counter this problem, the programmers at AddressMunger.com ([www.addressmunger.com](http://www.addressmunger.com)) have come up with a special way of “hiding” e-mail addresses from the automated bots that spammers use. When you add this special code to your Web pages and use AddressMunger to create the e-mail links on your Web pages, your visitors can still e-mail you easily, but spammers can't read your e-mail address. It's an easy way to cut down on all that spam in your inbox.

To use this service, you add two snippets of code: one into the top of a Web page and another wherever you want your e-mail address to appear. You find instructions for adding code to your pages in Chapter 13.

## *Setting Up Free Conference Calls*

Conference-calling services capable of hosting dozens or even thousands of callers used to be costly and complicated systems. Now, thanks to the online services at FreeConference.com ([www.freeconference.com](http://www.freeconference.com)), you can set up conference calls for free. For a specialized service, such as a conference call with an 800 number or a recording of the call after it's completed, you have to pay a fee, but it's much lower than traditional conference-calling systems.

To use the service, simply sign up for the free account, and you can immediately start scheduling conference calls.

Many people now provide online training and teleconferences by setting up conference calls with a service like FreeConference and then providing an online component, such as a PowerPoint presentation on a Web site like SlideShare.net (described in the following section).

## *Sharing PowerPoint Presentations*

Online training, teleconferences, and virtual seminars are increasingly popular, thanks to services like SlideShare.net ([www.slideshare.net](http://www.slideshare.net)). To use this innovative service, just upload your presentation to the site and point visitors to your special address, where they can view your slides and use the simple controls at SlideShare to move forward and back through your presentation.

Combine SlideShare with a service like FreeConference and you're ready to host a professional teleconference or online seminar — without spending a cent.





## Chapter 15

# Ten Ways to Promote Your Site

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### *In This Chapter*

- ▶ Building contacts on social-networking sites
  - ▶ Ranking on social-bookmarking sites
  - ▶ Attracting return visitors with regular updates
  - ▶ Finding useful ideas on other Web sites
  - ▶ Getting mentioned in traditional media
  - ▶ Spreading the word with viral marketing
  - ▶ Blogging
  - ▶ Reaching out to your personal contacts
- 

**W**hat if you build a Web site and nobody comes? Unfortunately, that's an all-too-common problem on the Internet. And, that's why I can't end this book without at least pointing you in the right direction to promoting your Web site.

Driving significant traffic to the pages of a site requires a significant amount of time or money or an incredibly compelling message. If you can manage all three, you should do very well indeed.

In this chapter, you find tips and online resources and my best advice for getting people to visit your Web site.

## *Making Your Site Search Engine-Friendly*

The buzzword here is *search engine optimization*, or *SEO*, a highly complicated science that involves getting search engines like Google and Yahoo! to list your Web site higher on the page than your competitors.



Thousands of companies and services promise to “get you in the top 10 matches” on search engines for as little as \$39.99. Be wary of these services. The truly good ones charge thousands of dollars per month (with good reason), and the bad ones can get you kicked off search engines for breaking the rules.

Scoring high in Web searches is complicated because millions of sites are vying for the top spots and because search engines use complex formulas for determining which Web site should match any given keyword search. Search engines also guard their formulas more carefully than Coca Cola guards its syrup recipe. Search engines also change their formulas regularly. (*How* regularly is also a secret.)

The reason for all this secrecy is that the people who run sites like Google.com want to deliver the best results when someone searches the site, not just a list of the sites that smart Web marketers figured out how to position at the top. But there's much money to be made at the top, so Web marketers spend countless hours testing how search engines work to come up with their best guesses about the criteria that search engines are using and how best to move their sites up the list.

The result is sort of a cat-and-mouse game, with search engines changing the rules to thwart the marketers' most-calculated efforts, and people who specialize in search engine optimization charging big bucks to figure out the secret formula that can put you on top.

The more competitive the keyword you want to match, the more challenging the game. For example, if you want to be the first hotel listed when someone searches for **Hawaii + hotel**, you're in for a challenge. If you own a bed-and-breakfast (B&B) in a rural area, however, it may not be hard to score high when someone searches for locations in your small town.

Although the subtleties of the search engine game are complex, the basic criteria that search engines use are straightforward. For the most part, search engines score sites based on the words and images on Web pages and on how well their content matches the keywords that are searched. For example, if you own a B&B in Point Reyes Station, California, you should include *at least* the name Point Reyes Station on your Web site because people searching for lodging in the area are likely to include the town's name in their search.



A great way to determine how best to make your own site search engine friendly is to search for keywords that you want to use to lead people to your site and then study the Web sites that match. Look closely at not only the words on the page but also which words are in headlines and in bold, and at how the page title at the top of the browser is worded. Often the best way to move yourself up the ranks in search results is to emulate the strategies of other sites that are already doing well.

Achieving the best placement, especially for popular keywords, is a full-time job, but here are a few tips that most SEO specialists agree are likely to help you score better in search engine searches.

- ✓ **Fill your site with fresh, original content related to your business or industry.** If you read the Tips section on most search engine sites, you find that the best way to score high is to create a Web site that's relevant to the keywords you want to match. The best way to do that is to include stories, tips, FAQs, and other content that's valuable to your visitors and related to your business or service, and to keep it updated by adding fresh content regularly.

To continue with the B&B example, you can develop an Activities section like the one the Black Heron Inn uses. Then write a story about the extraordinary wildlife in your area, create a Top Ten list of the best reasons to visit the ocean in the spring, or design a guide to nearby hiking and biking trails with tips on how to plan the ultimate outing. Adding these kinds of features to your Web site not only serves your visitors when they get to your site but also can make a huge difference in the likelihood that search engines will deem your site worthy of sending those visitors to you in the first place.

- ✔ **Invite other sites to link to you.** Google rewards people who attract the most links to their sites, especially if those sites already have good rankings. It makes sense: If lots of other Web sites consider your site good enough to send their visitors to you, you probably have something of value to offer. Thus, one of the best ways to improve your ranking in search engines is to have a good collection of links from other Web sites. You can get other sites to link to you by offering to link to them and asking them to return the favor; by offering stories, tips, or other content so compelling that they want to send visitors to you; or by paying the other sites to add links to you. (I tell you more about that strategy in the “Buying Traffic” section, later in this chapter.)
- ✔ **Develop a list of keywords and a good description for your site.** The trick to writing a good Web site description is making it concise (every word counts), packing it with your most important keywords, and phrasing it so that it reads like a sentence (not just a list of words). Include this description toward the top of your home page and in the *Meta description tag*, which is a special tag that can be used to add information for search engines that doesn't appear in the body of a Web page. Similarly, you can include a list of keywords in the Meta keywords tag. (You can find instructions for adding content to these two Meta tags in the section “Adding Meta Tags for Search Engines,” in Chapter 5.)
- ✔ **Include your most important keywords in the title of your Web page.** The title doesn't appear in the body of a Web page; the *text* appears at the top of the browser window. You can add or edit the title of a page in Dreamweaver by changing the text in the Title field at the top of the screen.
- ✔ **Include keywords in the headlines on your Web page.** Most search engines place higher priority on keywords that appear in the headlines on a page than in the body of the page, but only if you use HTML heading tags to style those headlines. Heading tags, which include H1 (the biggest) through H6 (the smallest), identify text as headlines in a way that search engines easily recognize. All templates that you can download from this book's companion Web site use heading tags to format headlines. (See the introduction for more details about the Web site.)
- ✔ **Don't expect instant (or permanent) results.** Even if you do everything right in the search engine search game, you might still have to wait for your Web site or new content to be included in searches. Some search engines update their databases almost instantly; others can take weeks or months to reflect changes to Web pages on the Internet. This situation is a common challenge with Google, which seems to update the most popular sites almost instantaneously while lagging weeks or months behind in updating less-visited sites.



Even if you get that great search result you're hoping for, don't count on staying at the top of the list. Search engine rules change frequently, and new competitors can emerge at any time, pushing your Web site lower down the list if you're not actively working on keeping it at the top.

Because search engine optimization is so complex and success can be fleeting, many people prefer to use the somewhat more certain approach — search engine advertising, described in the following section.



A great place to learn more about how search engines work and how to achieve the best ranking is [www.searchenginewatch.com](http://www.searchenginewatch.com).

## *Buying Traffic (Yes, You Really Can!)*

In addition to the “natural” results that search engines deliver when someone does a keyword search, search engine advertising appears at the top and right sides of most search-result pages. Buying keywords on search engines help to ensure that your site is listed when someone searches for words that are relevant to your site, although the process is far more complex than most people realize.

Not all keywords sell for the same price. Using a complex bidding process, most search engines charge significantly more for the most popular keywords. Adding to the complexity, the results of those keywords for your site can vary dramatically based on a dizzying array of factors. For example, the expensive keyword *Hawaii* may bring the most amount of traffic to your site, but the lower-priced keyword *luau* may result in more reservations to your hotel. Because it's possible to measure not only the traffic from a keyword search but also the actions of the person who clicks on that keyword, you can quickly measure and compare the effectiveness of search engine advertising.

Again, this process can be highly complex. Just developing a list of keywords worth purchasing seems easier than it really is at first. Sure, if you have a B&B in Point Reyes, you can likely make a list of the obvious words quickly. But the real art of developing a list of keywords for search engine advertising requires more than just brainstorming 20 or 30 words related to your business. The best SEO companies come up with hundreds or thousands of keywords and then track the results to get the most new customers per click and dollar spent.

This strategy pays off because search engines charge for a keyword ad only when someone clicks on the ad. Thus, running a campaign with 10,000 words might not cost much more than running a campaign with 100 words, and might prove much more effective over time.

Add to that strategy the importance of landing pages and sales messages. The most sophisticated ad campaigns involve creating special Web pages to go with each keyword. For example, you can create a very different Web page on your Hawaiian hotel site for people who click on the search term **scuba diving** than for those who click on the search term **health spa**. If you have an adequate budget, you might do well to hire professional search engine advertising services to manage and develop a campaign like this one for you.



Google AdSense is the largest online advertising program for keywords. Just click on the Advertise button at [www.google.com](http://www.google.com) to find detailed instructions and a number of tips and tools to help you find the best keywords for your site.

## Promoting Your Site with Social Networking Sites

*Social networking*, the art of meeting and building contacts on the Web, is an increasingly popular way to increase your personal and professional contacts, make new friends, develop professional relationships, and even find a new job. You can also use social networking sites to promote your personal or business Web site.

*Netiquette* (Internet etiquette) calls for a subtle approach to promoting your site in these kinds of environments, but simply including your Web address in your online profile can help drive new people to your site.

Here are some of the most popular social networking sites and what you can expect to find there:

- ✔ **MySpace ([www.MySpace.com](http://www.MySpace.com)):** One of the all-time most popular social networking sites, MySpace makes it easy to create a profile site, add music, write a blog, and post as many photos as you want to share with the world. Although the site has dominated the social networking landscape on the Internet, at the time of this writing, it was rapidly losing members. Still, its huge online audience is a popular place for musicians, performers, and many others to promote themselves and their Web sites.
- ✔ **LinkedIn ([www.linkedin.com](http://www.linkedin.com)):** Increasingly, this is *the* site for professionals and online networking. If you're online to network with other professionals, especially if you're job hunting or trying to attract new business clients, this is a powerful place to promote yourself and your Web site.
- ✔ **eCademy ([www.eCademy.com](http://www.eCademy.com)):** Similar to LinkedIn, eCademy is a site where professionals network, seek new clients, hunt for jobs, and recruit employees. What makes eCademy different is that it's much more international, with an especially strong audience in Europe.
- ✔ **Facebook ([www.FaceBook.com](http://www.FaceBook.com)):** Originally designed for students, faculty, and university staff, Facebook is no longer restricted to those with a *.edu* e-mail address, and it's growing fast now that anyone who wants to participate can join the site's community. The site was originally considered a vanity site and a place for students to connect and trade stories, but its professional power is growing with its ever-expanding audience.
- ✔ **Friendster ([www.Friendster.com](http://www.Friendster.com)):** One of the first online networking sites, Friendster was especially popular with the dot-com crowd in San Francisco and continues to have a relatively small, but very loyal, following.
- ✔ **Ryze ([www.Ryze.com](http://www.Ryze.com)):** This site hosts many real-world networking events and is especially popular in a few urban areas, including Los Angeles and San Francisco.
- ✔ **Ning ([www.Ning.com](http://www.Ning.com)):** You create your own social networking site at Ning and invite your friends and colleagues to create profiles there.

## *Getting Your Site Ranked on Social Bookmarking Sites*

Social bookmarking sites rank the popularity of Web pages by the number of votes they get. The result is that these sites are excellent resources for people who want to keep up with what's popular online. Most offer special software that makes it easy to vote on a site, and they feature catchy and unusual names, like Digg and del.icio.us, that encourage users to rank sites they visit frequently.

Getting your site listed on social bookmarking sites is a highly effective way to increase traffic. Dozens of these sites and services exist, with more sure to come; among the most popular are Digg.com, Stumbleupon.com, and readdit.com. Although it's designed to store and share bookmarks, del.icio.us (that's really the address — you type it just like that) is another site where users can search for content that other people have tagged as being useful and relevant.

Although you can submit your own pages on any of these sites, it's generally frowned on, and if you do it too frequently, you can be banned from these sites. Besides, your one little vote won't make much difference anyway. A better method is to add a button to your site from each of these services that makes it easy for your visitors to vote for you. If you're a blogger, you can add a button each time you post. You can get the buttons (also called *chicklets*) for free and add them to your pages by simply inserting a little code you generate on the social networking site. (You find instructions for adding code to your pages in Chapter 13.)

## *Enticing Visitors to Return for Regular Updates*

One of the best ways to improve traffic to your site is through repeat visitors, and regular updates to your site can make all the difference. If you want your visitors to know when to look for updates, consider making regular changes to your Web site. Add a post to your blog every Thursday morning, for example, or post your newest photos to the site on Saturday morning. Regular updates help get people in the habit of visiting your site.

## *Gathering Ideas from Other Web Sites*

One of the best ways to create good habits in Web design is to visit other people's Web sites and study what works and what doesn't on their pages. While you're there, check out the title of the page, any descriptive text, or keywords that are used throughout the site.

As you look at related Web sites, ask yourself what you like about the site and why you like it. Also, determine whether you can easily find the information you're most interested in and how easily you can navigate around the site.

Sometimes the best way to discover the problems in your own Web site is to look for problems on someone else's site and then return to yours with a fresh perspective. Similarly, you can gain many great ideas, from design tips to marketing ideas, by studying what people do on other Web sites.

## *Marketing a Web Site to the Media*

Attracting traditional media attention to your Web site is not unlike attracting it to any other business. The trick is to tell a good story and get the attention of someone who can write about it in a publication that's read by your target audience.

If you're looking for press coverage, make sure to include a Press section on your Web site with contact information, story ideas, and any other press coverage you already received.

Don't wait for journalists to come to you! You should never pester a reporter with a barrage of e-mail, press releases, or phone calls, but a well-timed or well-pitched message can get the attention of a reporter *and* the desired result — your Web address in the press. One good way to find journalists who might be interested in your site is to visit related sites and study their Press sections to find out who has been writing about them. Note not only the publication but also the writer, and send a note directly to that person with a message that starts like this:

Dear fabulous journalist <insert that person's name, of course>:

I enjoyed reading the article you wrote on the XYZ company and thought that you might be interested in what we're doing.

Keep your message brief, and try to include a news hook and story idea that go beyond just promoting your business. For example, rather than tell a reporter that you have the best B&B site in northern California, pitch a story idea. For example, send a note to a travel writer offering to help with a story on the best hikes in the area. With any luck, the story on great hikes will include a quote from you and a mention of your B&B's Web site (especially if the reporter can send readers to your list of hiking tips).

## *Unleashing the Power of Viral Marketing*

*Viral marketing* is another of the marketing industry's new buzzwords in the digital age. The idea is that a message (a video, an article, or a photo, for example) is so exciting, fun, and compelling that people want to share it with each other and pass it on to their friends, who then pass it on to their friends, until it spreads like a virus. Such messages are often spread via e-mail, blogs, or chat, which can make the ever-expanding impact happen at an almost instantaneous pace.

Tap into the power of viral marketing, and you can become an overnight sensation. Humor seems to be the most effective strategy. Among the mainstays of the viral phenomena are those silly photos of cats with clever sayings, known as the LOL



cats, which have spawned several Web sites, like ICanHasCheeseburger.com. Funny video clips, the kind you would expect to see featured on a show like *America's Funniest Home Videos*, are also highly viral because they're shared around the Web.

So how do you use viral marketing to attract traffic to your Web site? Include a section with funny photos, industry jokes, or a Top 10 list, and you might just get visitors to tell their friends about your site.

## *Blogginq, Blogginq, Blogginq*

Adding a blog to your Web site is not only an easy way to add fresh content to your Web site, but when you become a blogger, you also join the ranks of a prolific group of writers who regularly refer their readers to each other's Web sites.



Don't launch a blog just to "do it." Make sure that your blog features interesting, relevant information for your audience and that you update it regularly. And, if you want your blog to serve as an effective marketing tool, take the time to participate in other people's blogs. Adding relevant tips and thoughtful comments to other people's blogs is an excellent way to get their visitors to come back to your Web site.

Instructions for creating a blog and integrating it into your Web site are in Chapter 10.

## *Telling Everyone You Know*

It might seem obvious, but many people are either too shy or too busy to reach out to their friends, family, and personal contacts when they launch a Web site. Don't overlook your most obvious supporters.

Launching a new Web site, or redesigning an existing site, is an excellent excuse to e-mail personal and professional contacts. To make the announcement even more fun, consider sending an e-card with a colorful character, animation, or music to dramatize your announcement.

Hallmark.com is one of my favorite e-card sites because it has lots of free cards with clever sayings, professional designs, and interactive animations. Most of its free e-cards even include sound. BlueMountain.com is another useful e-card site, but you have to pay for the pleasure of sending its professional greetings.

When choosing an e-card to announce your Web site, look for blank cards or the Friendship and Any Occasion sections, where you can find messages that are easily personalized for nearly any kind of Web site.



Make sure to include your URL on all your marketing and other materials, too. Your Web address should be prominently displayed on your business cards, brochures, stationery, and anywhere else you promote your business.

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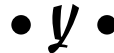
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