

My First Domain

**A Domain, Web Site, &
Internet Presence of My
Own!?!?**

A Domain of My Own

A Note About the Author:

Jesse Braswell has been a computer instructor for over 15 years and has worked with major training organizations such as Microsoft and IBM. In the past few years, his focus has been on teaching individuals how to create and manage web sites using different software applications.

A Note from the Author

If you are an individual or small business that would like a presence on the World Wide Web, this book is for you. In this book, we will talk about the Web, purchasing a domain, finding a hosting company, creating a web site with an application, and publishing it when you are done. We will also explain HTML (a small amount), so that when you complete this book you will have a general understanding of what it takes to set up and work on your own web site.

A lot of individuals will tell you it is easy, but what we have learned is nothing is easy until you have the knowledge to complete the task. This book teaches you just that, the basic knowledge you need to create a web site.

BCA Project Team: Jesse Braswell, Author; Pam Fassett, Copy Editor; Jill Dougherty, Technical Editor **Disclaimer**

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Introduction

I have wanted to write this book for many years and finally got the opportunity. Because of some good friends who believed in me, you are getting what we think is a good start on learning about setting up your first domain.

This book will show you how to search for a company to purchase your domain from (*the name of your web site on the World Wide Web – like www.yourname.com*) and how to locate a hosting company (*where you will place your web site*). You will also receive some training on HTML and how to use Microsoft Expression Web to help create web pages. I've also included a section on publishing your web site so that your friends, family, or customers can view it.

Icon that will help you:

Anywhere in the book that you see this symbol remember to read carefully and take warning.



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Purchasing A Domain

Chapter 1 - Introduction

In this chapter, we will talk about purchasing a domain.

A domain is the name or address that we use when we want to find something on the Web. This could be from finding a friend's phone number, a map to a business, or the cost of merchandise to doing research for school or work.

The World Wide Web is a connection of computers, all connected to each other around the world. If you take a vacation or business trip and use a road map of the United States, you can see that all the towns are connected by roads. The larger cities have the biggest roads to them, and the little towns have smaller roads.

The Internet works the same way. The big companies have the big computers, and they have Internet connections that handle a lot more data than an individual at home. You may have heard of individuals who have left 56-kilobyte (KB) modems and graduated to a **Digital Subscriber Line, (DSL)** (*see Appendix A*). DSL supports data rates between 1.5 to 9 megabytes per second (Mbps) when receiving data (known as the downstream rate) and from 16 to 640 kilobytes per second (Kbps) when sending data (known as the upstream rate). So if you want a faster connection, think about moving up to DSL or a cable modem.

If you do make the jump to a DSL or cable modem connection, there is one additional note of caution. You might consider loading a **firewall** (*see Appendix A*) program to protect your computer.

A program of this type will prevent individuals or organizations from reaching your computer resources when your DSL connection is active. Generally speaking a DSL connection is live (connected to the Internet) 24 hours a day if your computer is turned on. When you purchase (from the phone or cable company) a high speed connection, part of the process is to assign an IP address(*see Appendix A*) to your computer. This IP address opens the possibility of others to use your computer resources or steal data.

Addresses are the way we find businesses geographically, but over the Internet we use an IP address (*see Appendix A*). A real computer address is made up of numbers, but we humans don't remember long numbers too well. So instead we use a domain name (for example, <http://www.ibm.com>) because we can remember this information much easier.

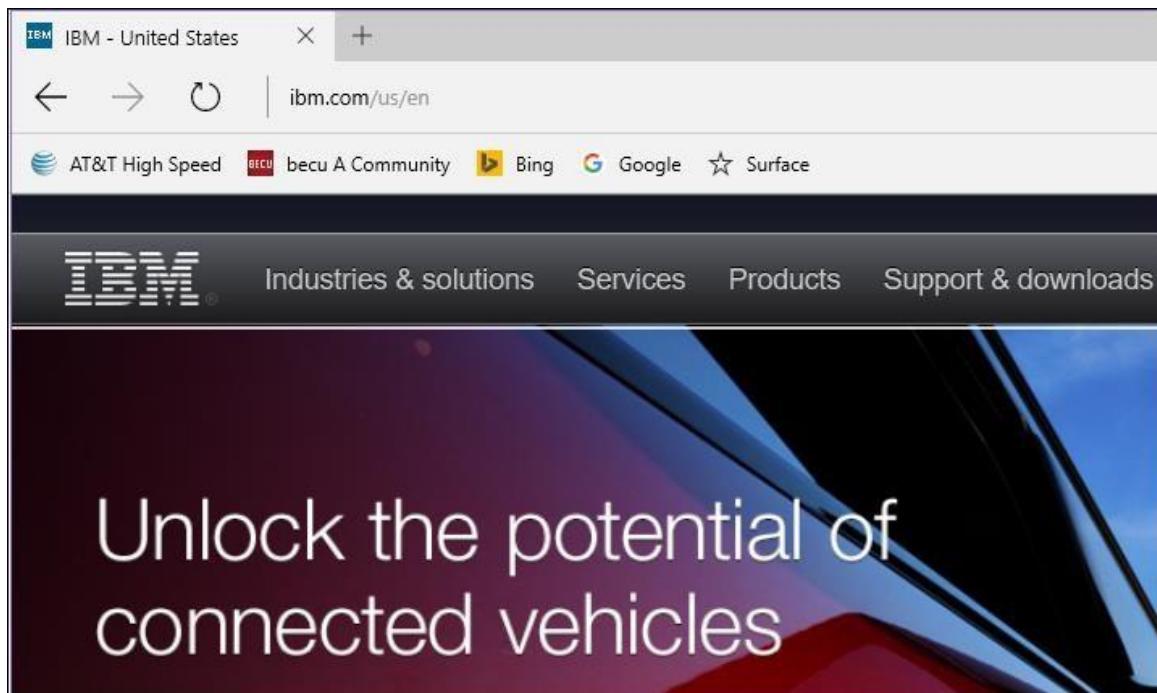
When you type www.ibm.com into your web browser's address box, your computer sends this information to a server (*think of a server as a computer that handles requests*). The address is looked up (*like you might look up a phone number for IBM*) in an index and returns a number like 209.189.58.19 (*this is not IBM's address*). You might think of your computer as a very fast phone dialer, but it is dialing addresses on the Web instead so you can see the information you need.

Now you have a general idea of how the Internet works. Well as far as how others will find your web site once you have a domain name. Remember, you will have an IP address

to go along with that name also. It is time for us to go through the steps of purchasing a domain.

Purchasing a Domain

First, what is a domain? A domain is the name that you type in your web browser's address box to reach some information about something you are interested in.



Notice the above address box has: <http://www.ibm.com>, which is the domain name for the IBM Corporation. Everyone (well, almost everyone) knows that IBM stands for International Business Machines, also known as the big blue corporation. Most large corporations can be found by name recognition. Like GMC, GTE, Sony, and so forth. By putting a www in front and .com after, we can find these companies on the Web. You may want to use your company name or some combination of it to be your domain so that customers can find you easier.

If your name is John Smith, you might want your domain to be www.johnsmith.com (*sorry it is taken*). It is up to you as to what you would like your domain name to be, unless of course if it is already taken. In this case, you could offer to buy it from that person or company. Some people have made money by owning a domain name and then selling it to a company when that company decided they needed a presence on the Web.

Our quest is to come up with a good name for our company or personal site. First, we need a little bit of information on domain names.

Question	Answer
Who is in charge of all this?	ICANN has been recognized by the U.S. Government as the global consensus entity to coordinate the technical management of the Internet's domain name system, the allocation of IP address space, the assignment of protocol parameters, and the management of the root server system.
How long can a domain name be?	Maximum length is 63 characters Note: Previously .com, .net, and .org were limited to 26 characters Domain names can contain letters, numbers, and dash only. Domain names can not begin or end with a dash.
What if there is a conflict or dispute over a domain name?	This link will give you all the information you need: http://www.icann.org/udrp/udrp-rules-24oct99.htm
Is anything going to change in the future for more three-character top-level names? .biz = Businesses, .pro = Professionals (lawyers and physicians), .name = individuals, .aero = Air-transport industry, .coop = Cooperatives, .museum = museums	Currently planned for the year (2001), are seven new top-level domains. They are: .INFO, .BIZ, .PRO, .NAME, .AERO, .COOP, .MUSEUM Note: <i>.INFO is the only unrestricted new top level domain.</i>
What are the three characters at the end of a domain name? Example .com, .edu, and so forth.	The following is a description of top-level domain names.
Name	Description
.com	Commercial/business - Generally
.edu	Reserved for educational institutions in the United States granting four-year degrees, only registered through Network Solutions .
.gov	Reserved exclusively for the U.S. Government
.int	Used for organizations established by international treaties
.mil	Reserved exclusively for the U.S. Military
.net	Internet service-related organizations or commercial businesses when .com is not available
.org	Nonprofit organizations. Not restricted but understood to be for nonprofit organizations only
COM, NET, and ORG are managed by a shared Registry , which is managed by Network Solutions and a group of Registrars , and is administered by ICANN .	
Accredited Registrars – click link→	http://www.icann.org/registrar/accredited-list.html

Note: .biz and .info top-level domains (TLD) were approved June 27, 2001. Expected to be operational by September 2001.

The second part of your domain is generally called the second-level domain.

Example: johnsmith.com

Johnsmith would be the second level part of your domain name.

Now that you are completely confused, we are almost ready to purchase a domain.

What you need to do is sit down and write on a piece of paper what you want your domain name to be. If it is a business, most likely you want it to end in **.com** but if it is just a personal site, you could use **.net** or **.org**. There are no hard rules here, but you should stay within the norm. I would use **.com** or **.net** and leave the **.org** to nonprofit organizations.

Remember that your name should be something that is easy to remember. Maybe even something that is catchy.

Examples: www.goatshop.com = someone who sells goat supplies

www.fixmyhairbetter.com = a hair dresser or beauty shop

www.farmfororganicfoods.com = an organic farm

Try to stay away from words that can be spelled two or three different ways, such as Jesse, Jessie, or Jessy. You will spend all of your time explaining the right way to type your web address.

So now you have a name picked out, how do you purchase your first domain name?

Think of your domain name as your business name, or a sign to hang in front of your store. You do not have a store yet (*in relating to this book – we will get to the hosting*) but you want a name for your business.

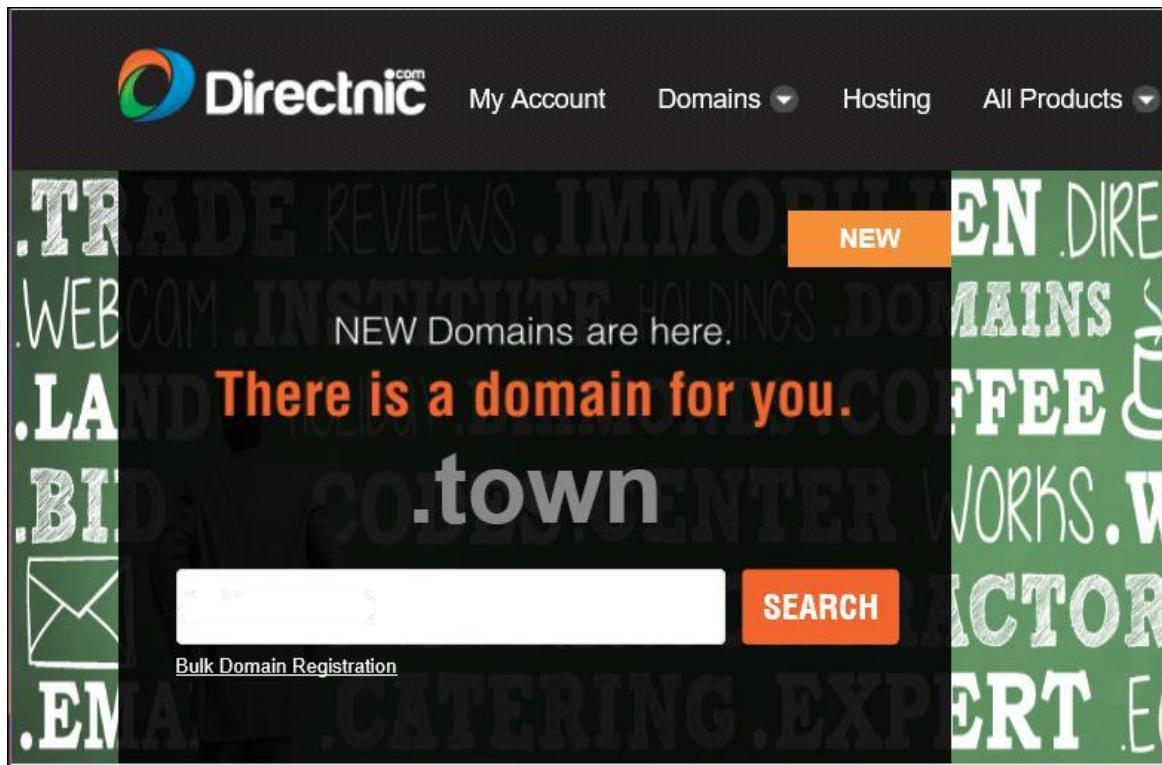
There is a list of registrars (*see table on page 3*) that you can pick from. You want to check them out very carefully to find the one that will suit your needs. How much will they charge you to register a domain? Is the administrative part of their web interface easy to work with? When you move around their web site does it make sense to you? Can you contact them by telephone? (*My personal favorite is InterCosmos Media Group, Inc., now known as <http://www.directnic.com>.*)

Remember, **do not** pick this one just because I picked it. You may find a registrar that you like better for your needs and comfort level.

When you reach one of the registrars, they all work about the same. You will need to type in the name that you have picked (*what you wrote down on your paper*).

In the following screen shot, you will see that we have typed in “**testdomain4book.com**” as my domain. Also notice that **WHOIS** (*see Appendix A*) is selected as the option. This option will do a search for you to find out if someone else already owns the name you picked. In this example, notice that all three top-level domains are available. The **.com**, **.net**, and **.org** for this name can be purchased.

I am going to click the link above “Click here to add to chart!” This will place my name in the cart for purchase when we check out. Notice screen shot below.



The next screen shot, you will see that we have typed in “**testdomain4book.com**” as my

Note:
When you purchase a domain name be sure to check out the one that is not available. Say the .com and .net are taken when you run the Whois option. The other name could be a porno site or something in bad taste. If .com is taken, and you plan to purchase the .net or .org, go to the .com site and see what type of site your customers may see accidentally. You may want to change your name.

.co.com \$24.99 + Add	.com \$15.00 + Add	.xyz \$4.99 + Add	.website \$12.99 Searching	.host \$39.99 Searching	.global \$49.99 Searching
-------------------------------------------	----------------------------------------	---------------------------------------	------------------------------------------------	---------------------------------------------	-----------------------------------------------

domain. Also notice that **WHOIS** (*see Appendix A*) is selected as the option. This option will do a search for you to find out if someone else already owns the name you picked. In this example, notice that all three top-level domains are available. The .com, .net and .org for this name can be purchased.

I am going to click the link above “Click here to add to chart!” This will place my web domain in the cart for purchase when we check out. Notice the following screen shot.

It's your lucky day!

testd...4book.com is available.

Buy for \$15.00

Protect Your Brand

Also Available:

- .net
- .biz
- .org
- .info

Add Bundle \$53.93

SEARCH

Bulk Domain Registration

special .co.com \$24.99 + Add	.com \$15.00 Added	.xyz \$4.99 + Add	on sale .website \$12.99 + Add	discount .host \$39.99 + Add	on sale .global \$49.99 + Add	on sale .buzz \$15.99 + Add	special .science \$29.99 + Add	special .party \$29.99 + Add	special .club \$12.99 + Add	on sale .me \$9.99 + Add
------------------------------------------------------	----------------------------------------	---------------------------------------	-------------------------------------------------------	-----------------------------------------------------	------------------------------------------------------	----------------------------------------------------	-------------------------------------------------------	-----------------------------------------------------	----------------------------------------------------	-------------------------------------------------

As you can see here, the one domain (*I clicked the icon next to “.com”*), so that testdomain4book.com is now added to my cart. We will now click the cart and the link “View Cart”

Cart

.com domain
testdomain4book.com: \$15.00

2 Items in cart Subtotal: \$15.18

View Cart

This next step is where you will need your credit card information. Don’t get nervous; in most cases you will be on a secure connection with the registrar. SSL (*see Appendix A*) is generally used to create a secure connection.

Let’s take a look at the next screen shot.

Your screen will look like this.

Shopping Cart

Your Order

Service	Term	Subtotal
.COM Domain: testdomain4book.com	1 Year	\$15.00 
Direct Privacy: testdomain4book.com	1 Year	\$5.00 
ICANN fee total charged at .18 per year per applicable TLD:	N/A	\$0.18

You can remove **Direct Privacy**, unchecking the box if you do not want to hide your name.

Click the **Checkout** button.

Direcnic Recommends:

-  Direct Privacy
Conceal your WHOIS identity Just \$5.00/yr Add to Order
-  Pro Hosting Plan
Claim your space on the web. Just \$85.92/yr Add to Order
-  RapidSSL Certificate
Encrypt sensitive visitor data. Just \$42.00/yr Add to Order

Your Order Total: \$15.18

[→ Checkout](#)

Log in or Create an Account

Existing Customer

Username: Password:

[Forgot your password?](#) | [Forgot your username?](#)

[Log in](#)

New Customer

[Create an Account](#)

With the above screen shot, you can see that we need to create an account.

When you create an account, you must give your contact information – address, phone number, e-mail, and so forth – as well as who owns the web site, who the administrator will be, and the billing information. You also choose your logon and password, which you will need to log back in later (*remember to write down your logon and password*). In Chapter 2, we will work on locating and purchasing space from a hosting company. When the hosting company sends you information about your space, they will give you the **NameServer** (see Appendix A) information, which you will need to return and fill in later. Fill out the information and click **Continue** at the bottom of the web page.



Note: Do not forget to write down your logon and password... in a couple of places.



Notice: Any time that you are using the web and filling in financial information you should see the lock in the address bar. This lock indicates you have a secure connection.

Shopping Cart - Payment Information

Payment Information

Choose your payment method. To use Credits in conjunction with Credit Card or PayPal payments, simply check both options.

<input type="checkbox"/> Pay with Credit Card	<input type="radio"/> Enter a new credit card	<input type="radio"/> Use existing card
Pay with Paypal		
We will transfer you to PayPal to complete your transaction. When you are done, PayPal will return you to Directnic.		
<input type="checkbox"/> Pay with Digital Currency Pay with Bitcoin,Litecoin,Dogecoin currencies!		
Click Purchase to complete your transaction		
Total: \$15.18		Purchase

Check the box for the way you will pay, click **Purchase** button.

<input checked="" type="checkbox"/> Pay with Credit Card		
<input type="radio"/> Enter a new credit card		
Name on Card :	<input type="text"/>	
Credit Card Number:	<input type="text"/>	
Expiration Date:	01	2015
Security Code:	<input type="text"/>	
Billing Street:	<input type="text"/>	
Billing Postal Code:	<input type="text"/>	
Billing Country Code:	United States	

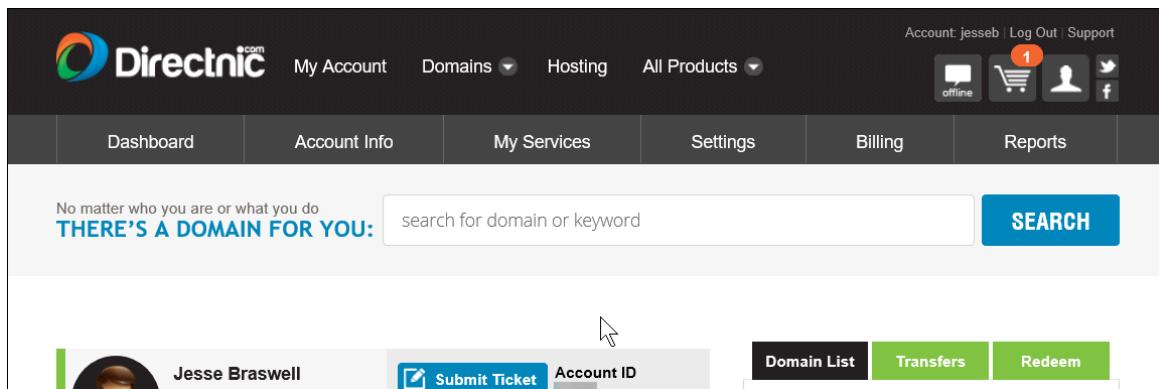
Fill in your Credit/Debit Card information and click **Purchase** again.

Notice: Depending on changes on the DirectNic web site you may get different screens.

You should be able to click **My Account** at the top to check all of your information.

The screenshot shows the Directnic.com website interface. At the top, there is a navigation bar with the Directnic logo, a 'My Account' button (which is being clicked), 'Domains', 'Hosting', and 'All Products'. Below the navigation bar is a secondary menu with 'Dashboard', 'Account Info', 'My Services', and 'Settings'. The main content area features a search bar with the placeholder 'search for domain or keyword'. On the left, there is a user profile section for 'Jesse Braswell' from Marysville, WA 98270, with an email address 'jesseb@jesseb.org' and a link '+1.206'. To the right of the profile is a 'Submit Ticket' button and an 'Account ID' field. Below these are 'Account Snapshot' statistics: 3 Domains, 0 Expired Domains, 1 Hosting Accts, and 0 Email Accts.

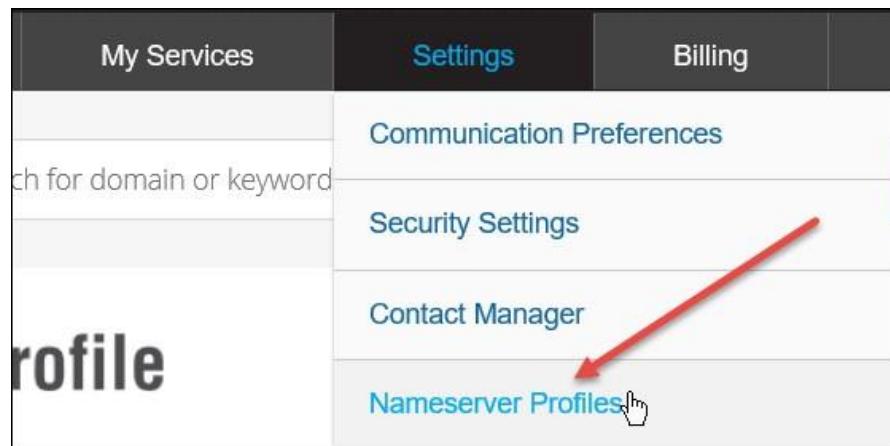
As you can see from the screen shot above, you now have an account. You can now pick how many years you would like this name. You can choose from one to five years. This is your profile page. From here you can manage your domain name.



The top half of your **Domain Contact** information will be filled in for you. Remember: you completed this information when you set up your account.

In the next section, **Domain Nameservers**, you will notice that **DirectNic** has filled in the **NameServer** (*see Appendix A*) information for you. At this point, that is okay. If you read Chapter 2 first and have picked a hosting company, then you can replace the **NameServer** information with hosting company server names. We will talk a little more about **NameServer** information when we get to Chapter 2.

Click the word **Settings** in the *bar across the top*, then click **Nameserver Profiles**.



Click the domain name in the **Profile** column:

Profile	FQDN
Directnic Default	ns0.directnic.com ns1.directnic.com
Hosting Default	ns1.dnchosting.com ns2.dnchosting.com
bcapcbooks.com	ns1.dnchosting.com ns2.dnchosting.com

Here is where you can change your **DNS server name** when you have a web hosting provider. Click **Save** button after you have made your change.

Edit Name Server Profile

Group Name:
bcapcbooks.com

Name Server #1:	Name Server #2:
ns1.dnchosting.com	ns2.dnchosting.com
Name Server #3:	Name Server #4:
Name Server #5:	Name Server #6:

Save

Notice: Remember you may not have your DNS server name yet. This comes from your hosting company. (see Chapter 2)

Note: Let me explain what will happen by leaving the DirectNic NameServer information. (Yes, we are going to get a hosting company and come back and change this information.)

After you have completed the purchase of your domain and before you get a hosting company, what happens when someone types in your domain name?

Because you left DirectNic NameServer information, that person will see a “under construction” web page when they look for your domain. Once you have a hosting company, you will need to return and add the DNS server name for the hosting company, that will be when your real site is active. Your hosting company is where you will upload your web pages.

As you can see from the previous screen shots, it is time to type in your credit card information. After typing in the correct information, click Purchase, and you have “your own domain.”

When you complete the purchase, you will probably be sent a confirmation e-mail about your domain, including your logon and password. When you receive your **NameServer** information from your hosting company (*see Chapter 2*), use your logon and password to log in to this registrar so you can add the information to your account. Since not all companies will send a confirmation e-mail, it’s a good idea to write down all your information as you go along.

Complete the purchase if you have not already done so.

Finding a Hosting Company

Chapter 2 – Introduction

In this chapter, we will talk about finding a hosting company.

Think of your hosting company as your landlord on the Web. You want to rent space on the Web so that you can show your wares. You have created or will create web pages to explain and show your product(s). You need to place those web pages in a location where others can see.

The bottom line is that you want people to find your web site (your store) so they can read about your company and its products. This is where a hosting company comes into play. A hosting company has servers set up that are connected to the Internet. Your web site will reside on one of those servers.

When you purchase space from the hosting company, they will give you a name server address (*see Appendix A*). After receiving your name server address, you can then go back to your registrar (where you purchased your domain name) to replace the registrar's address (*DNS server names*) with your hosting company's address (*DNS server names*).

After you publish your web site to the hosting company, the whole world can learn about your company and products. When I say the whole world, yes, I do mean every country in the world where an individual has an Internet connection.

Finding a Hosting Company

As in finding all things, word of mouth is always a good start. That is, if you have a few friends who have their sites up and running, talk to them about their hosting companies. Even though the Web is very popular, there are not a lot of individuals with domain names of their own. If there is no one to compare notes with, it is time to do a little searching on the Internet.

There are hundreds of Internet search engines on the Web. We will give you a few to start with, but you may already have your favorite. <http://www.bing.com>

<http://www.yahoo.com> or <http://www.google.com>

By typing **web hosting** into any of these search engines, you will get plenty of information about hosting companies as well as hosting itself.

One web site that can also help is <http://www.tophosts.com>,



which is a site dedicated to answering all of your hosting questions. The nice thing about Tophosts' web site is that you can click on **Find A Web Host** and pick the items that you will need. **GoDaddy.com** is another very popular hosting company, there are many!

. After you make your selections,

A screenshot of a form on the Tophosts.com website. The first question is "Do you need a web-based collaboration tool to manage tasks, projects and communication?", with a dropdown menu showing "Yes" selected. The second question is "What is your monthly budget for hosting?", with a dropdown menu showing "less than \$10" selected. At the bottom is a large red button labeled "Find a Web Host".

click the button **Find a Web Host** and a list of hosting companies will appear based on your parameters. Now you can begin comparing hosting companies.

Answers to some of the questions

An important question is how much space will I need for my web site? If you take a look at www.jesseb.com, you will see that it has a good bit of information. This site is only 600 megabytes (MB). It holds 52 folders and 643 files (87 are graphics and video). A corporate site with lots of information about products, including downloadable demonstrations and

so forth, could run from 1 gigabyte to 100 gigabyte (GB). However, some company web sites could be smaller than 600 MB, or some could be much larger than 100 GB. Let's look at it another way. One web page is about 15 to 16 kilobytes (KB) without pictures. If you add a picture to your web page, which should be in a compressed format (for example, JPEG or GIF), its size could be anywhere from 5 KB to about 150 KB. Graphics that are between 5 KB and 30 KB are more the standard because web pages should download as fast as possible. Keeping the size down is always an issue. We will talk more about this in Chapters 3 and 4.

If you add up how many pages and graphics you have, this will give you an idea of what the size of your web site will be. This of course will help you pick a hosting company that will fit your needs.

Example: 17 megabytes = 17,000,000 bytes

Example: 15 to 16 kilobytes = 15 to 16,000 bytes

The price that hosting companies charge for a small- to medium-size web site ranges from \$6 to \$9.95 per month. If you have a large company and need lots of space and speed to pass larger amounts of data, we are talking about another completely different price range. You could spend as much as \$1,000 per month for a high-speed line to handle a large volume of data. This doesn't include cost of your own network resources.

In Chapter 4, we will build a web site using Microsoft Expression Web. If you plan on using Expression Web to handle your web site, you need to make sure that your hosting company supports Expression extensions. These extensions help run things on your web site, such as search engines, interactive forms, page counters, and databases. Expression extensions need to be placed on the hosting company's server computer, not on your own computer, so you may want to check with them first.

When you are ready to rent your space on the Internet, you can pay by the month, quarter, or year. If you choose to pay yearly, you might get a discount; however, if you pay for a whole year and then decide that you want to change hosting companies, you might not get your money back. So, it's important to do research before making a long-term commitment.

After you have paid for your space for the month, quarter, or year, you will be sent a confirmation e-mail from your hosting company. The information in this e-mail is the equivalent of getting the keys to your new place.

Information from your hosting company Your letter will look something like this:

This is your hosting information: (Please print this out for your record)

Replace "yourdomain.com" with "jesseb.com"

NAME SERVER INFORMATION:

NS0.NETSMART.NET

198.172.93.42

NS1.NETSMART.COM

198.172.94.42

WEB SITE SETTING:

Domain: www.yourdomain.com

FTP: ftp.yourdomain.com Login:

boythisiscool

Password: Xyr2Vw4tu

IP: 208.187.48.24

EMAIL SETTING:

Your email address: anyname@yourdomain.com

Web Messaging: http://mail.yourdomain.com:8383

POP3 Server: mail.yourdomain.com

SMTP Server: use your current ISP

Login: boythisiscool

Password: Xyr2Vw4tu

Please use " index.html " as the main document (*your home page*).

We are waiting for interNIC transfer to be completed. An email for the transfer request should arrive within the next 24 hours from Network Solutions, please reply to it. Once it's completed, please wait for 48- 72 hours before your domain name is properly propagated.

For now, please use the IP to enter and browse your site.

Thank you for your order and please do not hesitate to ask any questions.

The above information is not real so please do not try to use any part.

Let's go over each part of your e-mail from the hosting company.

1. Your logon and password – Allows you to access the host server so you can publish your web pages and make any changes to your account.
2. IP address - The exact physical location on your hosting company's network where your web site will reside. Depending on your geographical location and the location of your hosting company, it may take 48 hours or more for you to access your space on the web, using your www.yourname.com the first time.
3. Name server - information so you can go back and replace what we left in the registrar. As you can see below, you will have two sets. The reason you have two sets is one is a backup. When you go back and place this information in your account over the Internet, everyone will be directed to your site.

Edit Name Server Profile

Group Name:
bcapcbooks.com

Name Server #1: ns1.dnchosting.com Name Server #2: ns2.dnchosting.com

Name Server #3: Name Server #4:

Name Server #5: Name Server #6:

Save



Think of your name server as the local area post office. It receives all the local mail, then sends it to the individual homes. Your name server does something about the same. It takes all of the incoming requests (*for your site*) and forwards those requests to your web site/IP address. (*your hosting company where your web pages are stored*)

As you can see from the above screen shot, you replace the current information with the name server information you received from your hosting company.

4. The IP address you received is so that you can publish your web site to the new hosting company before everyone else starts looking for it. You do not have to have your site built, so that is why you may have seen “under construction” web pages out on the Web from time to time. As in the post office example above, you have your individual IP address (*think post office box number*) but your hosting company has two name server addresses (*post office with a backup*) to handle all of the individual IP addresses.

Bottom line: when someone types in your web address in their web browser and presses ENTER, the request (computer signal) is sent to your hosting company (post office) and they send the request to your (post office box) IP address.

If I have confused you, do not worry. The mechanics are not important, filling in the information as described is what is important.

Chapter 4, we will go over building your site and in Chapter 5, publishing your site.

A Little About HTML

Chapter 3 – Introduction

The first thing you should realize is that HTML (*see Appendix A*) is *not* a programming language. It is a document-formatting language that is used to create web pages. Your browser is the application that reads the page and then places everything where the creator would like it to be placed.

I will not spend a lot of time on HTML because you can purchase a good HTML reference book of about 100 pages and learn to format your pages in one day. Before those really good HTML coders out there spear me, let me explain that to be really good, it does take a lot of hard work.

There are a lot of other items that come into play when you really get into setting up web pages. For example, animation, Flash, JavaScript, Java, sound and video streaming, and the list goes on. As new technologies emerge, the list continues to grow.

Remember that the object of this book is to get you started. So in this chapter, I will just give you a few pointers. The rest is up to you!

Directions for steps, will be give to you in detail the first couple of times. As we move along, only the basic steps will be given. This will save space and reading time. Don't worry about the steps because there are plenty of screen shots to help you along.

A Little About HTML

One of the first things you should learn about HTML is how it is structured.

Working with the TITLE tag

HTML is based on tags. A tag is an item (*code or marker*) that tells your browser something. Your tag can be upper or lower case; most coders use upper case to help draw their eye to the tag easier. Here is what TITLE looks like.

Example: <**TITLE**> John Smith's home page </**TITLE**>

You will need to type <HTML>, <HEAD> and <BODY> in Notepad. <HTML> identifies that this is an HTML document, <HEAD> identifies the heading of the document and <BODY> identifies the main BODY of the document. This takes care of those as far as an explanation goes, so we can concentrate on TITLE.

We are going to work with <TITLE> because it is a good basic example of the average tag structure.

When you open your browser and are visiting a site, you will notice that the blue title bar at the top of your browser will have text in it. This title comes from the tag called TITLE that has been added to the web page.

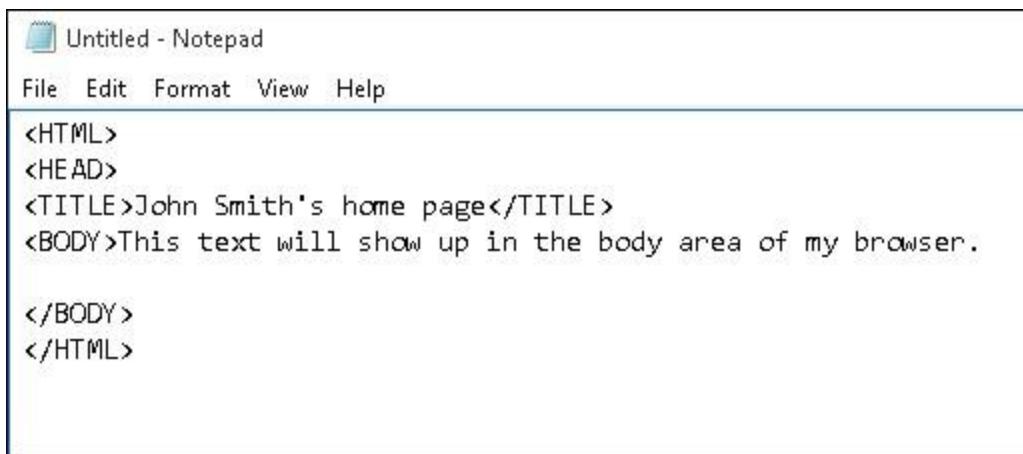
Creating a web page in NotePad

You can use NotePad, which is a simple program that comes with Microsoft Windows, to create web pages. You can also download NotePad++ for free from the internet.

<https://notepad-plus-plus.org/download/v7.5.3.html>

1. Choose **Start: Programs: Accessories: Notepad**.
2. Type <HTML> and press [ENTER].
3. Type <HEAD> and press [ENTER].
4. Type <TITLE> John Smith's home page </TITLE> and press [ENTER].
5. Type </HEAD> and press [ENTER].
6. Type <BODY>This text will show up in the body area of my browser.
7. Press [ENTER] three times.
8. Type </BODY> and press [ENTER].
9. Type </HTML>

Your screen should look like this.



A screenshot of the Microsoft Notepad application window titled "Untitled - Notepad". The window has a menu bar with File, Edit, Format, View, and Help. The main text area contains the following HTML code:

```
<HTML>
<HEAD>
<TITLE>John Smith's home page</TITLE>
<BODY>This text will show up in the body area of my browser.

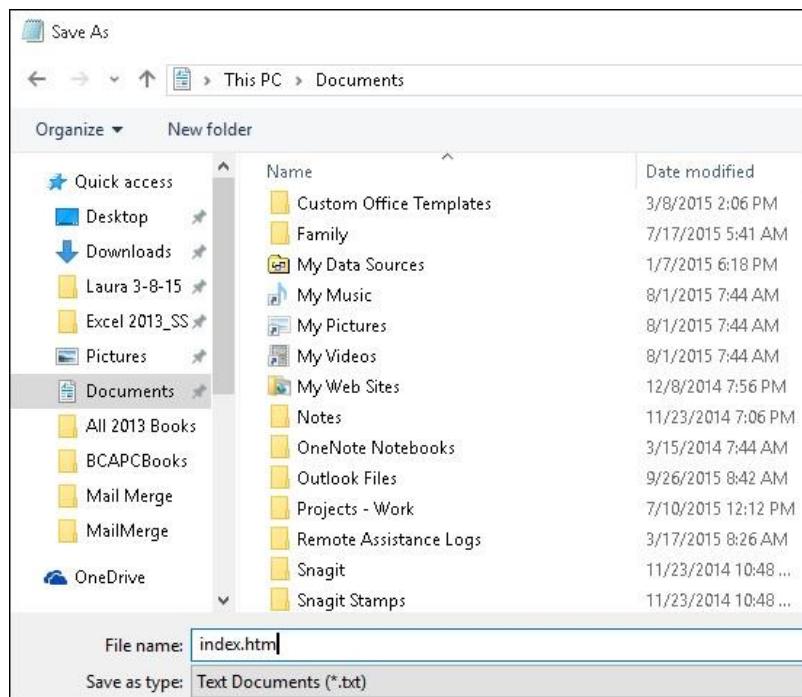
</BODY>
</HTML>
```

10. Choose **File: Save As**.

The Save As dialog box appears. The My Documents folder should appear in the Save In box. If not, click the Save In down arrow, and select My Documents.

11. Double-click **untitled** in the File Name box.
12. Type **index.html**

Your screen should look like this.



13. Click Save.

View your web page

The next step is to view your new document in a web browser. After you view the page, we will discuss how the HTML code worked.

1. Open your web browser (Edge, *Internet Explorer or FireFox*).
2. Choose **File: Open** (*FireFox is Open file...*). You can also drag the file into the center of the browser.
3. Click **Browse** (*Netscape is Choose File...*).

To retrieve your index.htm page, look in the My Documents folder.

4. Scroll if you need to until you see the **index.htm** file in the My Documents folder.
5. Double-click **index.htm**.
6. Click **OK**.

Your default web browser opens.

In future steps, I will not differentiate between Internet Explorer and Netscape. This first part was just to help you get started.

Your screen should look like this.



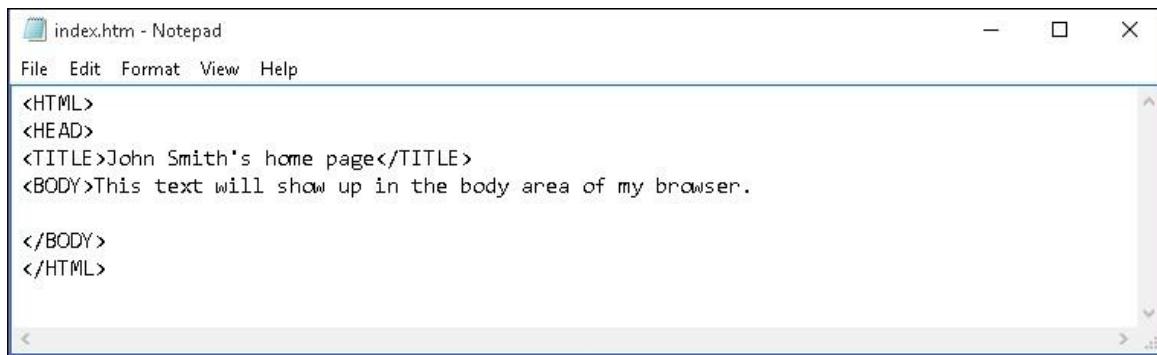
As you can see in the screen shot, the title tab on the top right has the same text, starting from the left as you typed between the two TITLE tags.

Look again.

Go back to Notepad you can do this by using ALT + TAB key on a Windows PC.

Note: Press the ALT key down and press the Tab key once. A small dialog box will pop up in the middle of your screen. If the blue line in the shape of a box is around Notepad, release the ALT key. This is an easy way to toggle back and forth between applications. Yes the taskbar at the bottom works well also.





A screenshot of a Windows Notepad window titled "index.htm - Notepad". The window contains the following HTML code:

```
<HTML>
<HEAD>
<TITLE>John Smith's home page</TITLE>
<BODY>This text will show up in the body area of my browser.

</BODY>
</HTML>
```

You can see that **John Smith's home page** is right between **<TITLE>** and the ending tag **</TITLE>**. One item that is very important here is that the ending tag has a forward slash (/) before the first letter of the tag.

This format is used for most HTML tags. You first start with the less than symbol (<), type the letter or letters, then end with the greater than symbol (>). Then after you have typed your text, you end the tag with the less than symbol, then the forward slash (/), type the same letter or letters, then end with the greater than symbol.

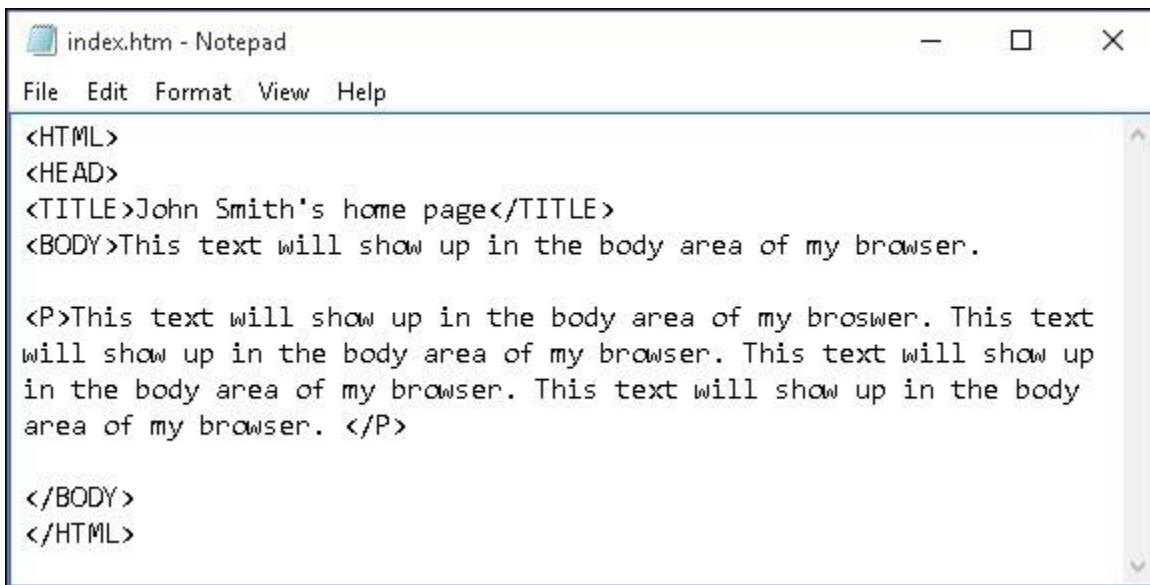
Notice BODY in the screen shot above. You start with the BODY tag inside the symbols and when it ends, the only difference is the slash. If you can remember this simple rule, you are off and running with HTML. There are exceptions to this rule, but that is where going out and purchasing a good HTML training manual will come in handy.

We are going to do a few more examples just to make sure you have the idea.

Under the sentence typed inside the **BODY** tags:

1. Type **<P>** (*this is a paragraph tag*)
2. Select the sentence "**This text will show up in the body area of my browser.**"
3. Press **[CTRL + C]** to copy.
4. Place your cursor to the right of your new tag, **<P>**.
5. Press **[CTRL + V]** four times (to paste).
6. At the end of the fourth sentence, type **</P>**

Your screen should look like this.



A screenshot of a Microsoft Notepad window titled "index.htm - Notepad". The window contains the following HTML code:

```
<HTML>
<HEAD>
<TITLE>John Smith's home page</TITLE>
<BODY>This text will show up in the body area of my browser.

<P>This text will show up in the body area of my browser. This text
will show up in the body area of my browser. This text will show up
in the body area of my browser. This text will show up in the body
area of my browser. </P>

</BODY>
</HTML>
```

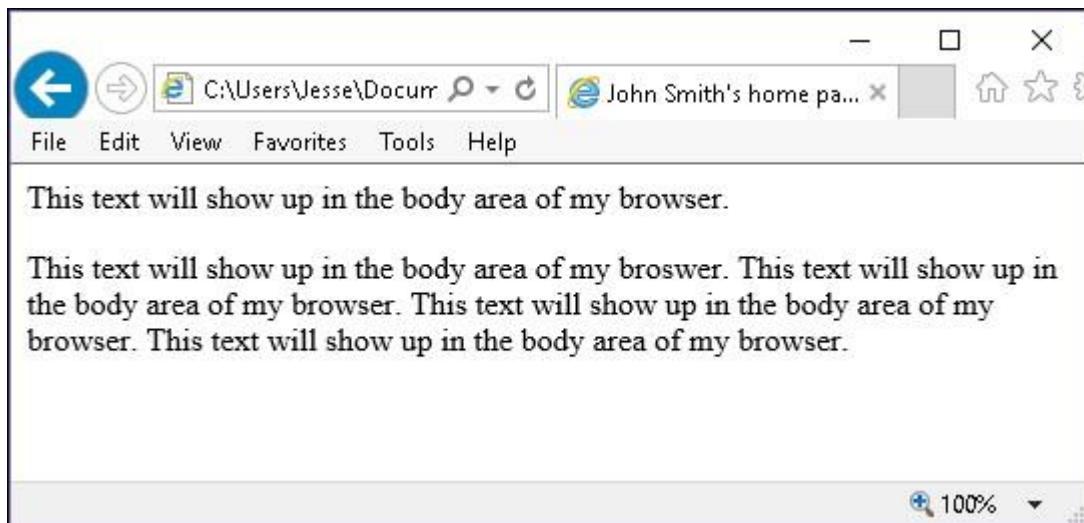
7. Choose **File: Save**.

8. If your browser is still open, click **Refresh**.

If you have Netscape you will need to click Reload.

If your browser is not open, follow the steps we used previously to open the **index.html** file.

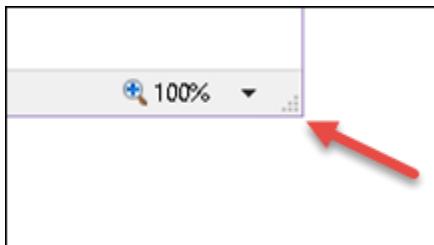
Your screen should look like this.



A paragraph tag (*see Appendix B*) tells the browser to take the text between the starting point of the tag and ending point of the tag and format it as a paragraph. Notice that our

paragraph is wrapped in the browser. If you make your browser smaller or bigger, you will notice that the text wraps to fill the size of the screen. Give it a try.

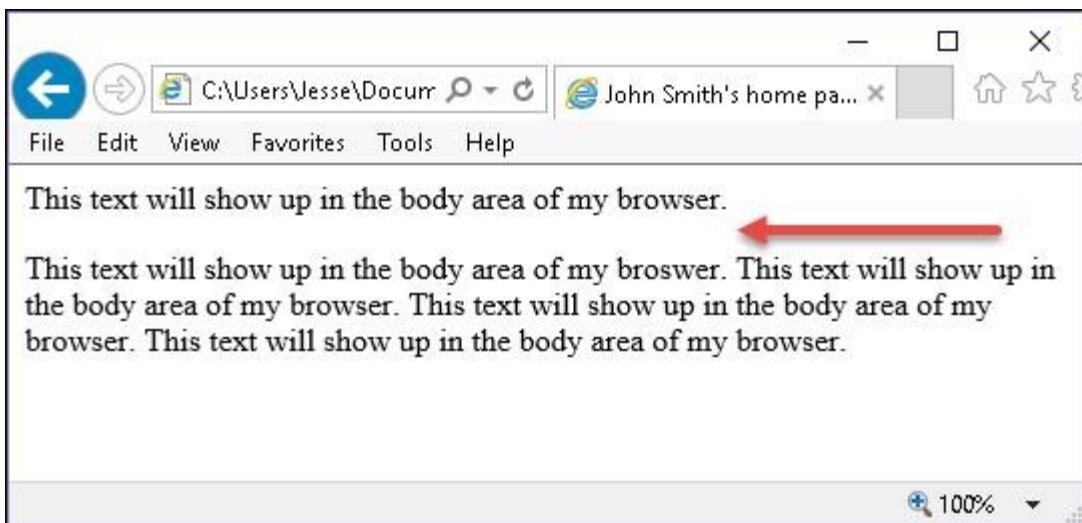
Place your mouse pointer on the lower-right corner of the browser window, press and



hold the left mouse button down.

Drag your mouse to the left and then back to the right. (Remember that if your browser is maximized, you will not be able to do this.) While dragging, you can see the text in your paragraph adjust to the size of the browser window. Doing the above shows how the <P> tag works in an HTML document. The browser will adjust text without the paragraph tag, but the second item you should notice is the spacing between the first line of text and the lines of text we placed inside the paragraph tag.

Take a look at the next screen shot.

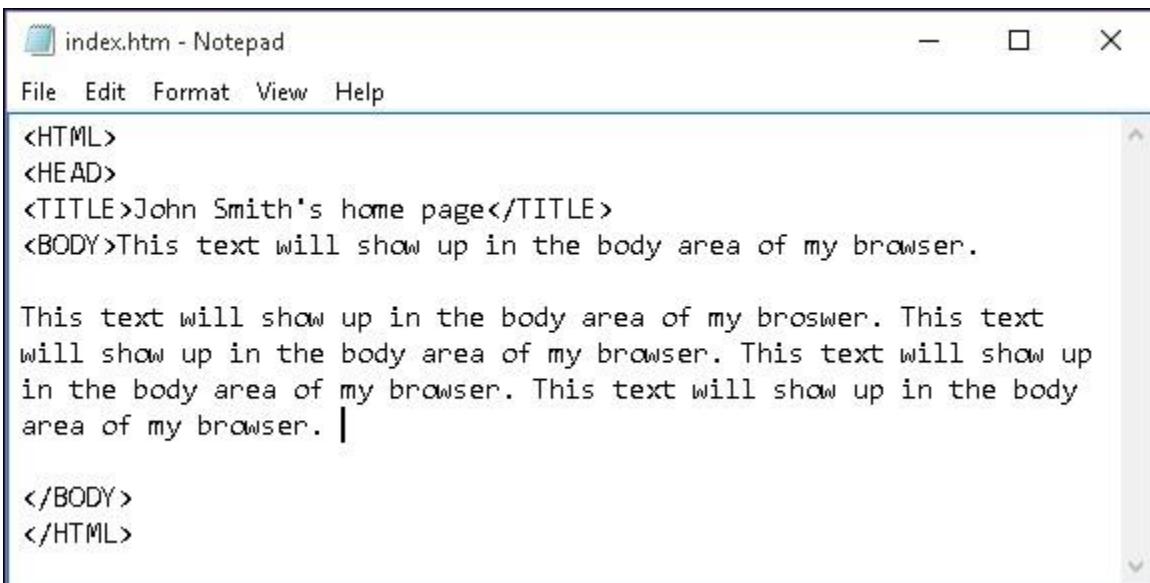


Notice in this screen shot where the arrow is pointing. (*No you do not have an arrow on your screen.*) This is the spacing that is created by the paragraph tags.

For an example let's take out the paragraph tags. Remember you have two, the first (beginning) paragraph tag <P> and the second (ending) paragraph tag </P>.

1. Remove the paragraph tags.

Your screen should look like this.



A screenshot of a Windows Notepad window titled "index.htm - Notepad". The window contains the following HTML code:

```
<HTML>
<HEAD>
<TITLE>John Smith's home page</TITLE>
<BODY>This text will show up in the body area of my browser.

This text will show up in the body area of my browser. This text
will show up in the body area of my browser. This text will show up
in the body area of my browser. This text will show up in the body
area of my browser. |

</BODY>
</HTML>
```

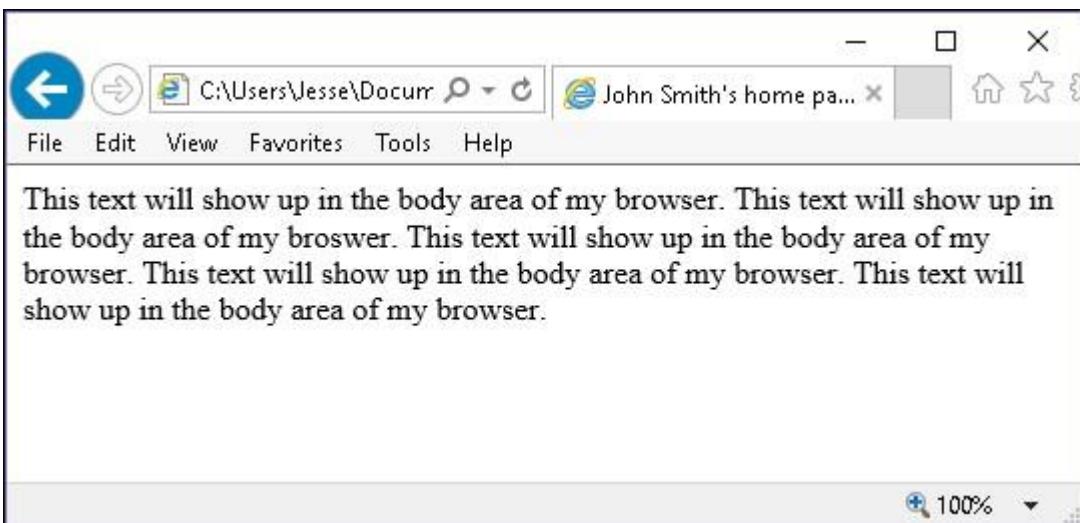
2. Choose **File: Save**.
3. Click your browser button on the task bar (or **ALT + TAB**), which will place your browser in front of the Notepad applications.
4. Click **Refresh**.

The index.htm document appears without the space between paragraphs.

If your browser is not open, open it, and follow the steps we used previously to open your index.htm document.

Note: Use the Taskbar or the **ALT + TAB** keys to move from one application to another.

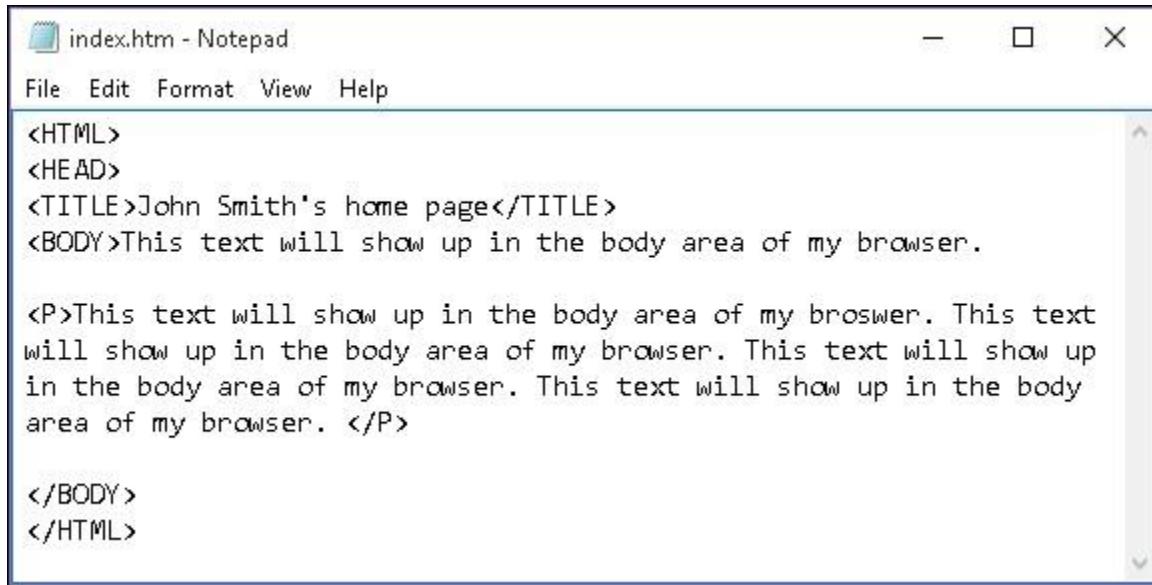
Your screen should look like this.



Here you can see that all the (5) lines run together, and there is no separation between the first line and the paragraph (4 lines) that we created.

1. Now we can put the paragraph tags back to give the paragraph the correct spacing.
(Type in your paragraph tags so your index file matches the screen shot below.)

Your screen should look like this.



The screenshot shows a Microsoft Notepad window titled "index.htm - Notepad". The menu bar includes File, Edit, Format, View, and Help. The main content area contains the following HTML code:

```
<HTML>
<HEAD>
<TITLE>John Smith's home page</TITLE>
<BODY>This text will show up in the body area of my browser.

<P>This text will show up in the body area of my browser. This text
will show up in the body area of my browser. This text will show up
in the body area of my browser. This text will show up in the body
area of my browser. </P>

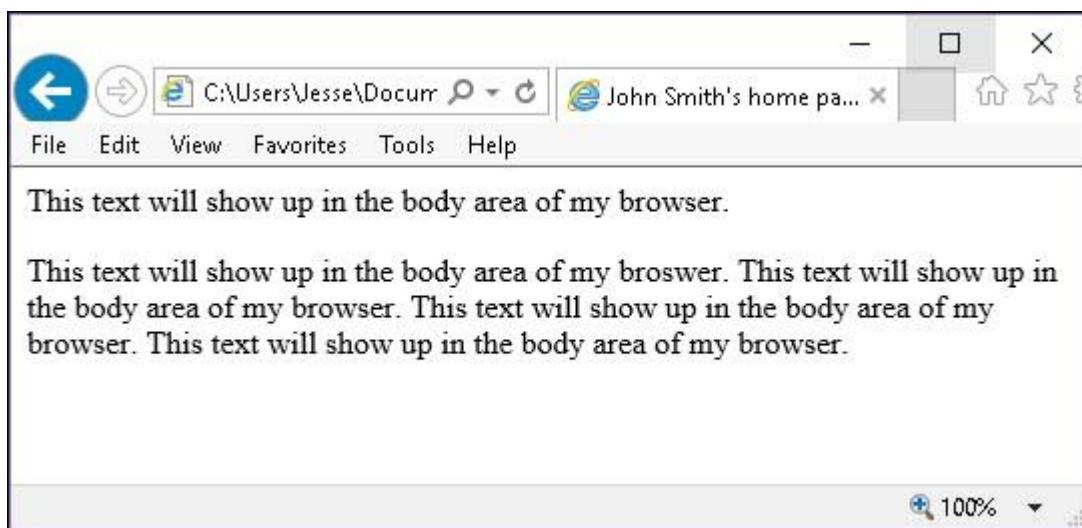
</BODY>
</HTML>
```

2. Choose **File: Save**.
3. Click your browser button on the taskbar, which will place it in front of the other application(s).
4. Click **Refresh**.

The index.htm document appears with the space between paragraphs, as it was originally.

If your browser is not open, open it, and follow the steps we used previously to open the index.htm document.

Your screen should look like this.



What if we wanted to make something **Bold**, Underline or *Italic*?

This is real easy because your tags are a logical pattern.

Bold =

Underline = <U>

Italic = <I>

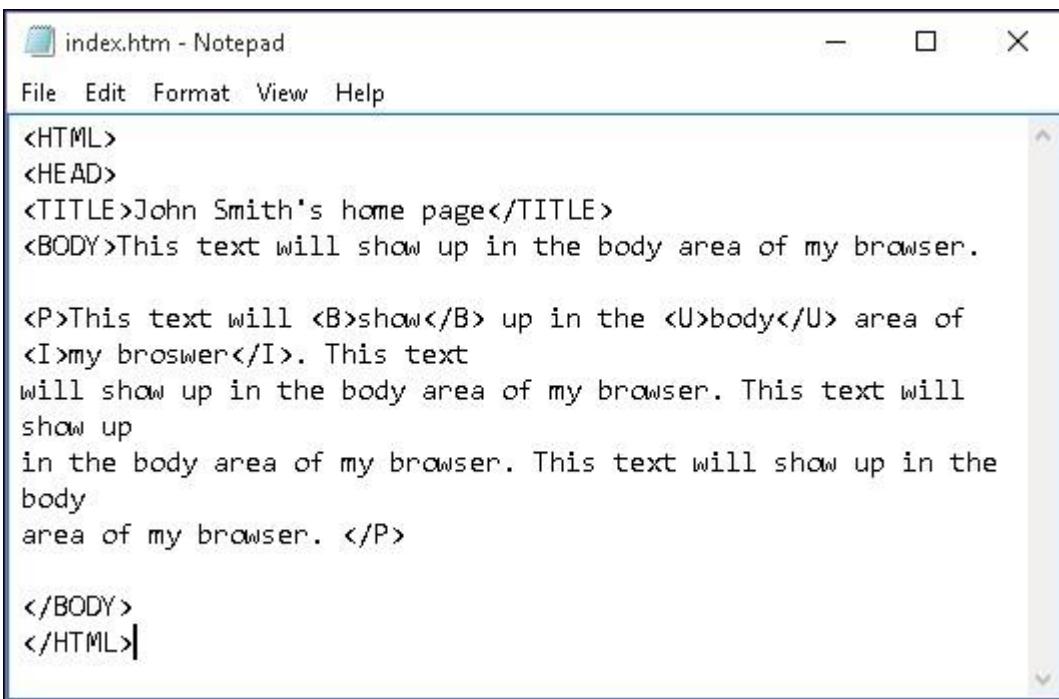
In the next Notepad screen shot, take a look at where we have placed the new code and place the bold, underline, and italic tags in the same place as I have done. It is important to remember that when you turn on an effect, you must also turn it off. This is why if you look at the next screen shot you will see that on the left side of the word, we placed the tag to start the effect and on the right side we placed the tag to stop.

What is the difference in the start and stop tag? The stop always has the slash before the letter(s).

 - starts the bold effect

 - stops the bold effect

Your screen should look like this when you are done. Use the current screen as an example of where to place your bold, underline, and italic tags.



```
<HTML>
<HEAD>
<TITLE>John Smith's home page</TITLE>
<BODY>This text will show up in the body area of my browser.

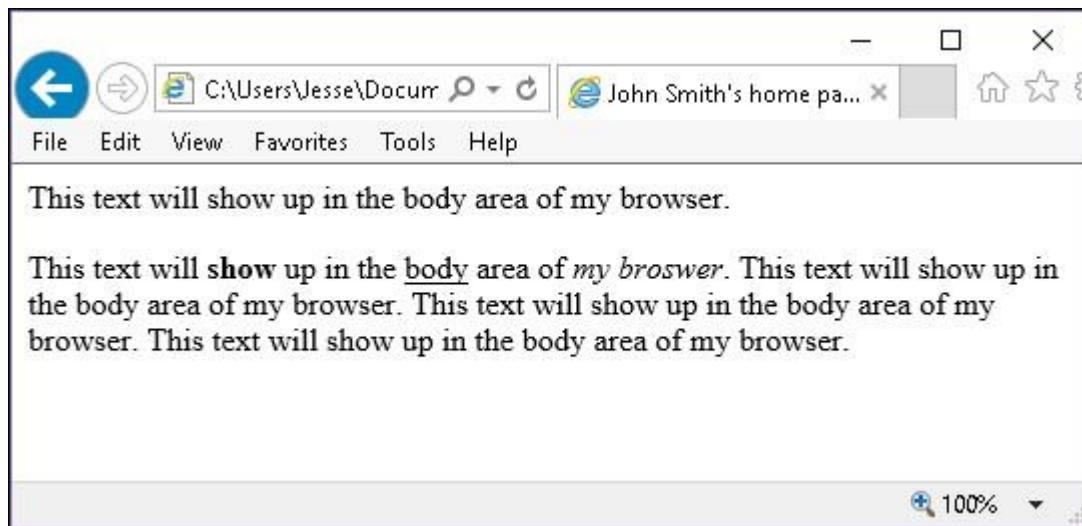
<P>This text will <B>show</B> up in the <U>body</U> area of
<I>my browser</I>. This text
will show up in the body area of my browser. This text will
show up
in the body area of my browser. This text will show up in the
body
area of my browser. </P>

</BODY>
</HTML>
```

5. Choose **File: Save**.
6. Click your browser button on the taskbar, which will place it in front of Notepad.
7. Click **Refresh**.

The *index.htm* document displays the new effects.

Your screen should look like this.



Notice that the word **show** is bold, body is underlined, and *my browser* is italic. You have done a good job of learning how HTML works. Let's try a couple more tags to make sure we are comfortable.

Heading Tags

When you create an HTML document, you might like to have a heading to start each section of your web page. We are not talking about the heading tag. We are talking about the first word or words that start your web page. The one or two words that are a little larger than the others and usually bold.

In HTML, there are six heading tags that can be used to make your document consistent across your site. If you have five pages on your site that start each section, you can have them all start with a heading 2 style.

For example: Main page (*also called home page*), Contact Information, Who We Are, Frequently Asked Questions (FAQ), and Product Information

We are going to use a heading 2 style for our Contact Information heading.

Using the same index.htm file, we will make a couple of small changes.

If you do not have Notepad open with index.htm as the document, please open the file as we did before.

Your screen should look like this.

```
index.htm - Notepad
File Edit Format View Help
<HTML>
<HEAD>
<TITLE>John Smith's home page</TITLE>
<BODY>This text will show up in
the body area of my browser.

<P>This text will <B>show</B> up in the <U>body</U> area of
<I>my browser</I>. This text will show up in the body area of
my browser. This text will show up in the body area of my
browser. This text will show up in the body area of my
browser. </P>

</BODY>
</HTML>
```

1. To the right of the <BODY> tag, type <H2>Contact Information</H2>

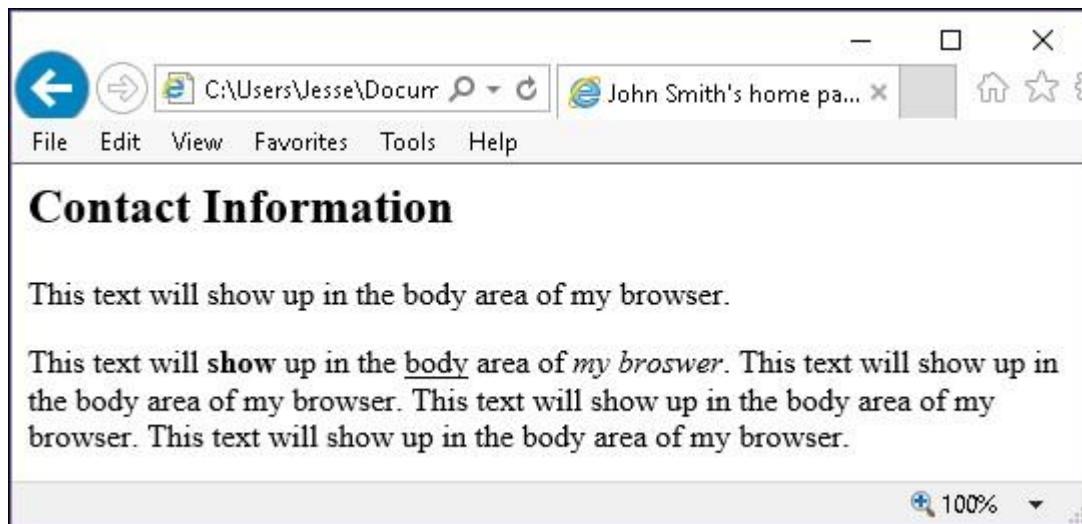
Use the next screen shot for your example of where to put the tags and text.

```
index.htm - Notepad
File Edit Format View Help
<HTML>
<HEAD>
<TITLE>John Smith's home page</TITLE>
<BODY><H2>Contact Information</H2>This text will show up in
the body area of my browser.

<P>This text will <B>show</B> up in the <U>body</U> area of
<I>my browser</I>. This text will show up in the body area of
my browser. This text will show up in the body area of my
browser. This text will show up in the body area of my
browser. </P>

</BODY>
</HTML>
```

2. Click **File: Save**.
3. Open **index.html** in your browser. Your screen should look like this.



You can see that “Contact Information” is larger than the rest of the text. This is a heading style. It is darker than the other text as well. Using a heading style tag gives you the ability to make your web site consistent, that is, as long as you use the same heading number for all the same type of headings you create.

Notice that the heading style tag also gives you space between the heading and the first sentence. This sentence was left in the HTML document on purpose so you could see the effect.

If you look at the Notepad screen shot again, you will notice that the first sentence starts right after the closing heading tag, </H2>.

A screenshot of a Windows Notepad window titled "index - Notepad". The menu bar includes File, Edit, Search, and Help. The main text area contains the following HTML code:

```
<HTML>
<HEAD>
<TITLE>John Smith's home page</TITLE>
</HEAD>
<BODY><H2>Contact Information</H2>This text will show up in
the body area of my browser.

<P>This text will <B>show</B> up in the <U>body</U> area of
<I>my browser</I>. This text will show up in the body area
of my browser. This text will show up in the body area of
my browser. This text will show up in the body area of my
browser.</P>

</BODY>
```

When you viewed **index.htm** in the browser, there was a space between the lines, and the first sentence started from the left side of the page. Because of the H2 you use the following text is wrapped or pushed to the left margin after the H2 tag.

Horizontal rule and line break tags

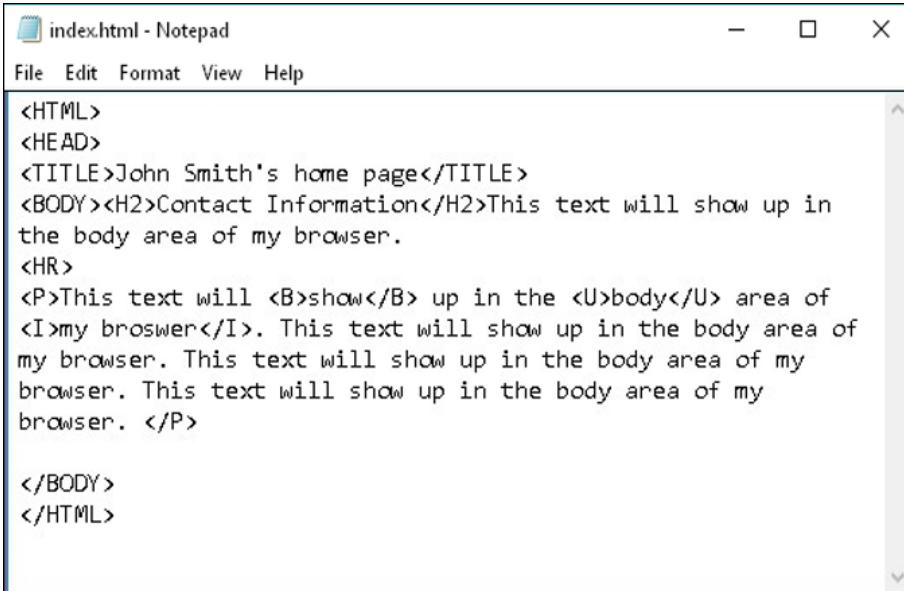
Earlier we talked about the fact that almost every tag has a start and finish. The difference in these tags is sometimes referred to as **Container** and **Empty** tags. What we have used so far are called container tags, we turn them on and we must turn them off. The empty

tags are the ones you do not need to turn off. These tags only work for a single line, because of spacing, another line or another tag that will stop their effect.

Let's take a look at the Horizontal Rule tag a good example of an empty tag. Using the index.htm document in Notepad, we will add a horizontal rule.

1. After the first sentence, on the blank line, type <HR>

If you are not sure where to place this tag use your next screen shot as your example.



```

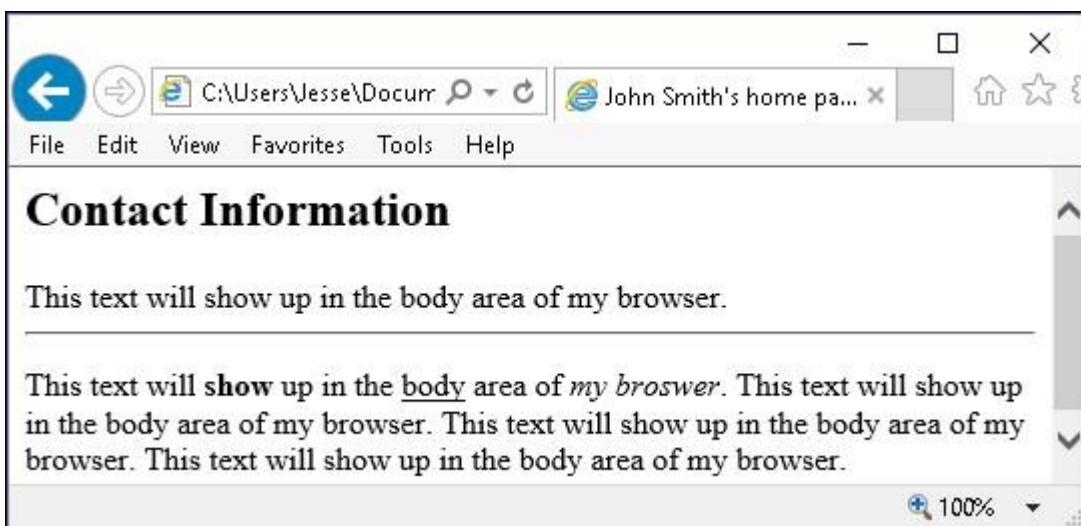
index.html - Notepad
File Edit Format View Help
<HTML>
<HEAD>
<TITLE>John Smith's home page</TITLE>
<BODY><H2>Contact Information</H2>This text will show up in
the body area of my browser.
<HR>
<P>This text will <B>show</B> up in the <U>body</U> area of
<I>my broswer</I>. This text will show up in the body area of
my browser. This text will show up in the body area of my
browser. This text will show up in the body area of my
browser. </P>

</BODY>
</HTML>

```

2. Click **File: Save.**
3. Open your browser and open the **index.htm** document. (*If not already open.*) 4. Click Refresh.

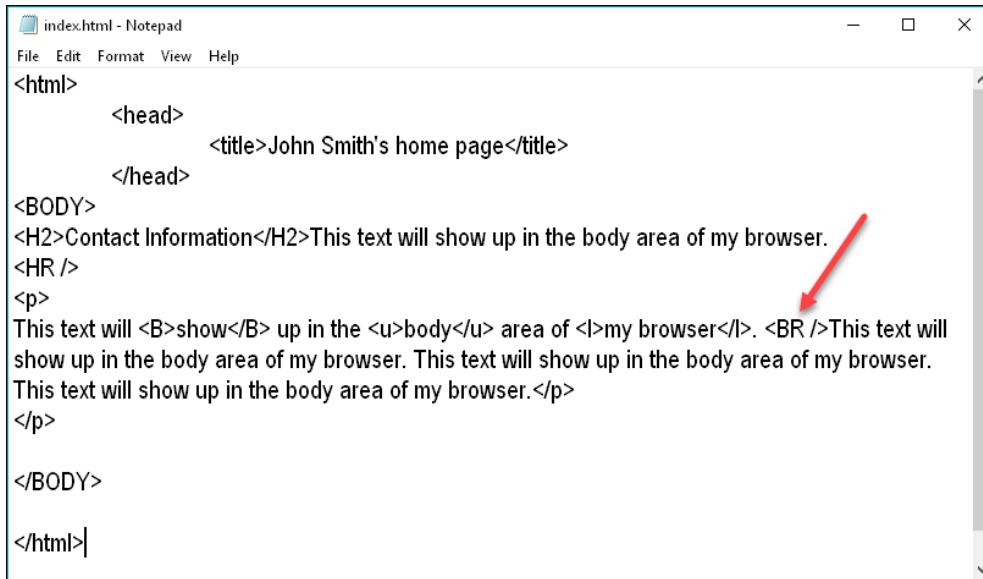
Your screen should look like this.



A gray line now appears across the HTML document from left to right. This horizontal line can only take up one line of spacing, so we do not need to use a slash inside the ending tag. An ending tag for a horizontal rule is not needed.

Let's try our second example, the **Line Break** tag.

Using the index.htm document in Notepad, we will add a line break. 1. After the first sentence, within the paragraph tags, type **
** Your screen should look like this.



The screenshot shows a Windows Notepad window titled "index.html - Notepad". The menu bar includes File, Edit, Format, View, and Help. The code in the editor is:

```
<html>
    <head>
        <title>John Smith's home page</title>
    </head>
<BODY>
<H2>Contact Information</H2>This text will show up in the body area of my browser.
<HR />
<p>
This text will <B>show</B> up in the <u>body</u> area of <l>my browser</l>. <BR />This text will
show up in the body area of my browser. This text will show up in the body area of my browser.
This text will show up in the body area of my browser.</p>
</BODY>
</html>
```

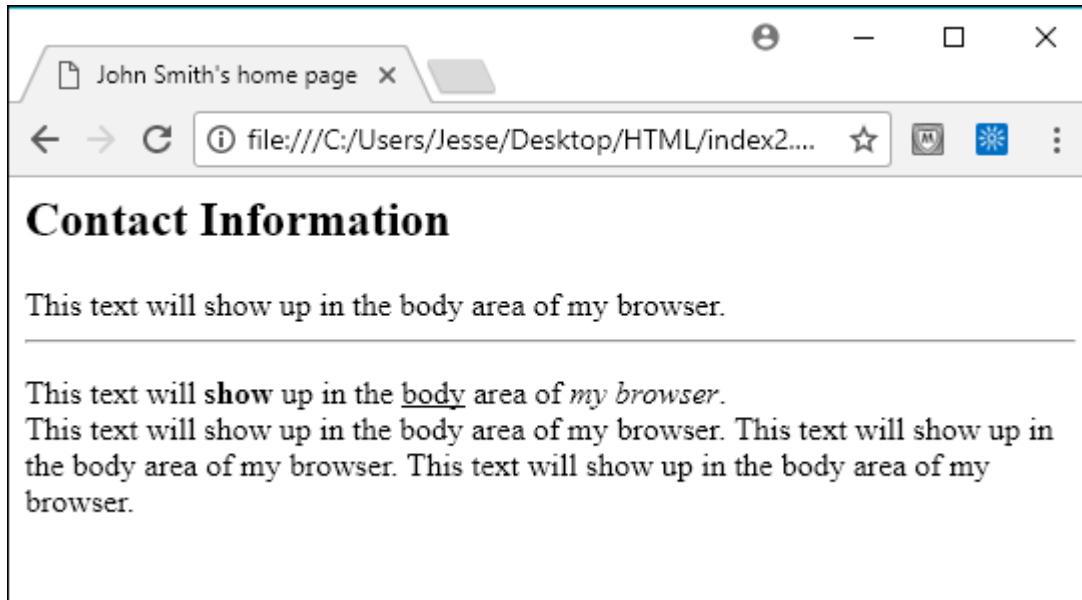
A red arrow points to the line containing the **
** tag within the paragraph **<p>** tag.

If you were not sure where to place the Line Break tag, count nine lines down from the top of the document in our screen shot above. After the **<I>** tag you should see the **
** tag to the right.

With your Line Break tag in the correct location and your document saved, we will move on to the browser.

2. Open your browser, and open the **index.html** document. (*If not already open.*)
3. Click **Refresh**.

Your screen should look like this.



If you take a look at the sentence under the horizontal rule, you will see that it is shorter than the rest of the text. The reason of course is that the Line Break tag stops the line it is on from going any further across the page.

Also notice that there is not a blank line after this line. You may want to have one line after another without the normal paragraph spacing after each line.

Now that you have spent a little time working with HTML, you should have the basic idea of how the formatting language works.

There are a lot of HTML tags and plenty of additional tools that can be used to create great web pages. So, remember this is just the introduction to a much bigger world.

Now that you have experienced HTML first hand, you can close Notepad and your browser, so we can move on to the next chapter.

Creating a Web Site with Microsoft Expression Web

Chapter 4 – Introduction

Microsoft Expression Web is a WYSIWYG (*What You See Is What You Get*) software program used to create web pages. The term WYSIWYG means that as you make changes to a document, such as a web page, you can see what the final version will look like as you are working. To use Expression Web, you do not need to know HTML, but a little understanding helps.

For the most part, using a WYSIWYG web program is like using a word processor. However, not all of the features work the same. For example, you will find that working with a table in a web application is a little different. Also, indenting, bullets, margins (right margin, especially), and a few other items do not work exactly the way they do in a word processor. But don't worry, we will learn some of these things in this chapter.

There are other programs that you may want to take a look at, such as Dreamweaver (Adobe) and a few others. Ask a few friends what product they use to create web pages or use the Internet to research different brands.

The reason we are using Microsoft Expression Web is because it is the easiest program for the end user (web beginner). What is an end user you might ask? In the computer industry, an end user is someone who uses a computer but is not a programmer. Microsoft Expression Web is designed for end users and is very similar to Microsoft Word. This makes it easier for most computer users to learn.

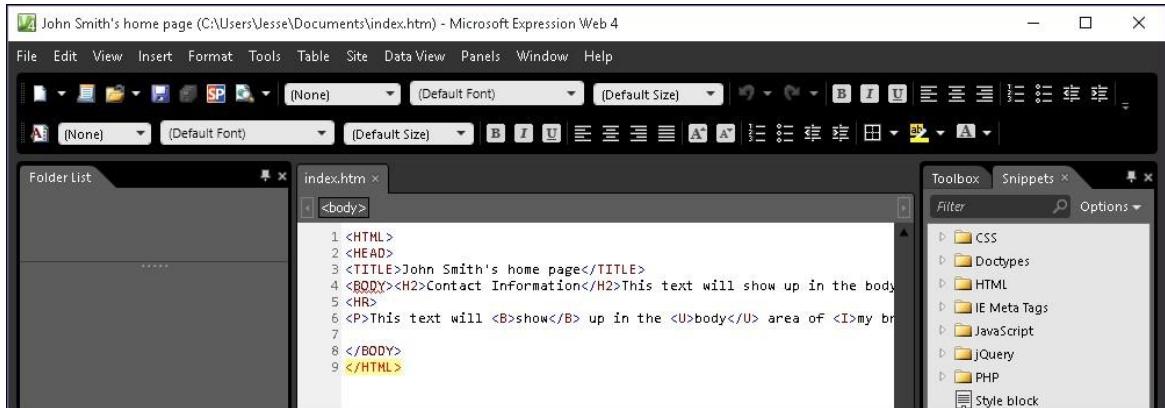
One of the other powerful features of Microsoft Expression Web is the ability to manage your web site. For example, if you change the file name of a page in your site, Expression Web automatically updates all the links to the new file name. In other programs, you would have to do this manually. There are many other features that help you control what happens in your site as you build it.

One other item I would like to mention is Expression Web Server Extensions. They support a lot of the general features that most software programs leave for you to program yourself, such as navigation bars, hit counters, banner ads, and so forth. Expression Web Extensions must be installed on the server that hosts your web site for these features to work correctly. So if you choose to make Microsoft Expression Web your web site creator, make sure your hosting company supports Microsoft Expression Web Extensions. Let's take a look at Microsoft Expression Web.

Creating a Web Site with Microsoft Expression Web

You will notice that the Expression Web **menu bar** is very similar to the one in Microsoft Word, but it has an additional menu item called Frames. Frames are used to divide the browser window into different areas, but because it is an advanced feature, we will not be discussing it here. You might also recognize some of the buttons on the toolbars because they are the same in Word. However, there are some additional buttons that are specific to creating web pages. We will cover a few of these buttons in this book, but not all of them.

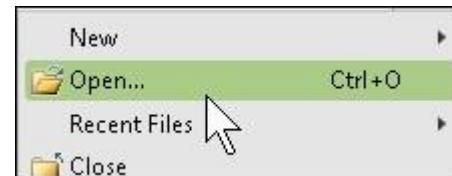
As in all Microsoft programs, if you hover your mouse pointer over the buttons, you will see a small text pop-up box that identifies the button. This is a good way to familiarize yourself with new buttons. In this below screen shot we open our index.htm file.



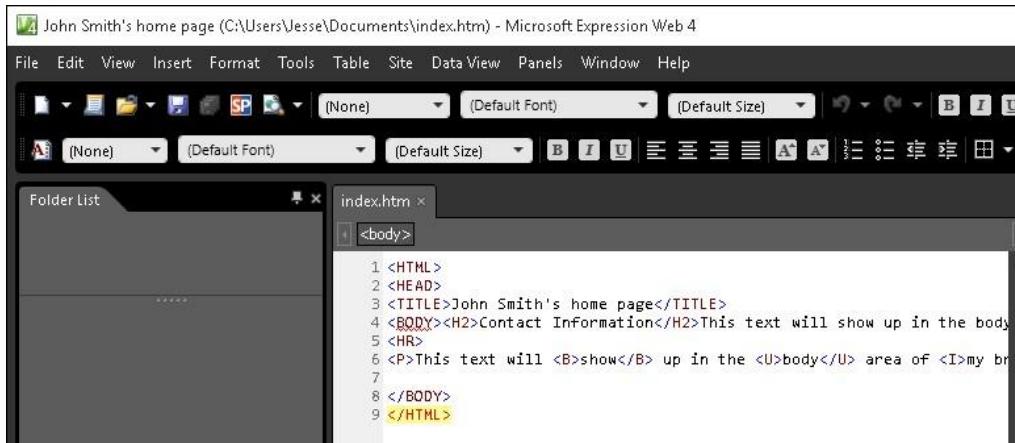
At the bottom left of the Expression Web window are three view tabs: Design, Split, and Code. The Design view is what you will use most because it gives the standard view for creating your web pages. For the most part, you will be able to see what your final version will look like in this view (WYSIWYG), but any animated features will not be shown. The Code view is used for checking the actual code that makes up your web page. The Split view allows you to see both, your web browser view (WYSIWYG) and code view at the same time.

Create my first HTML document

1. Choose Start: Programs: Microsoft Expression Web.
(If you have not opened your Index.htm file.)
2. Click **File, Open** menu.
3. Select your file **Index.html** – navigate to the locations..
4. Click the **Open** button.



Your screen should look like this.



5. Click **Save**. **Note:** The reason we named our page “index” is because most sites use index as the name of the starting page, or home page. However, keep in mind that other names are used, such as default or home. Also, the extension .htm or .html can be used. When you’re ready to publish your site, check with your web hosting company for the exact name you should use for your home page.

Now that we have a new page, it is time to add more text.



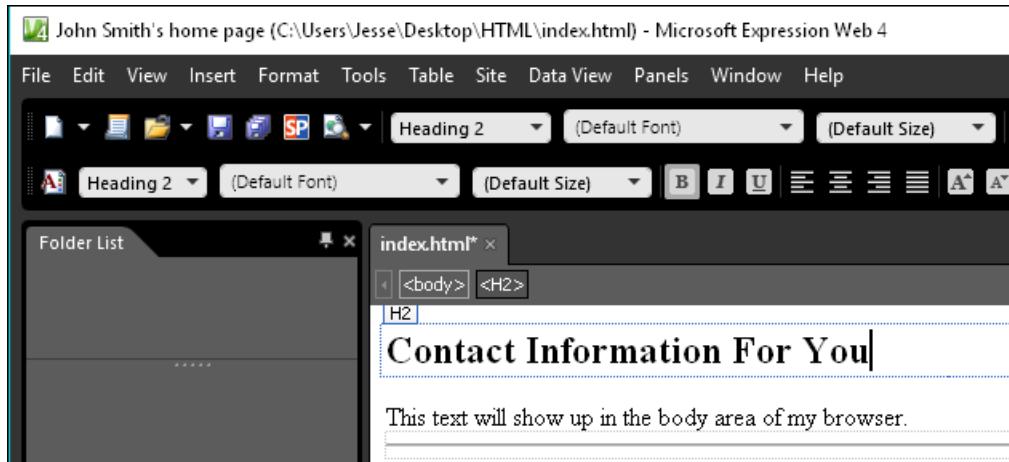
NOTE: For the purpose of learning we are starting our first web page without creating web folders. As we continue through this chapter you will learn why web folders are important.

SEE: Use a web site template on page 53.

Add text to a web page

1. Click at the end of the “Contact Information” and type: **For You**

Notice Expression Web 4 is in Design view. At the bottom of the app there are three selections. Design, Split and Code to select from. **Design** **Split** **Code** **< >** Below is Design.



2. Type to the left of “**This**” in the first line of text: **Welcome to our little store. Please feel free to browse around. If you don't find what you need please e-mail us.**
3. Press **[ENTER]**.



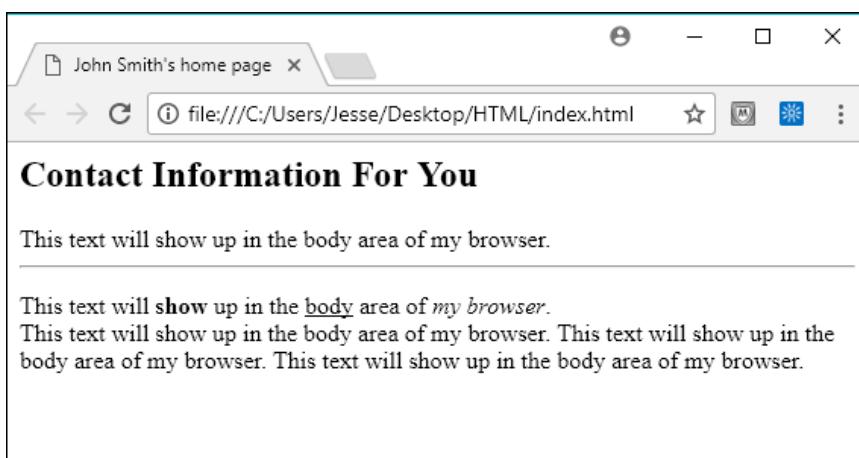
Preview a Web page in a browser

1. Click **Preview In Browser** button.

If you forgot to save, you will be prompted to do so.



Your screen should look like this.



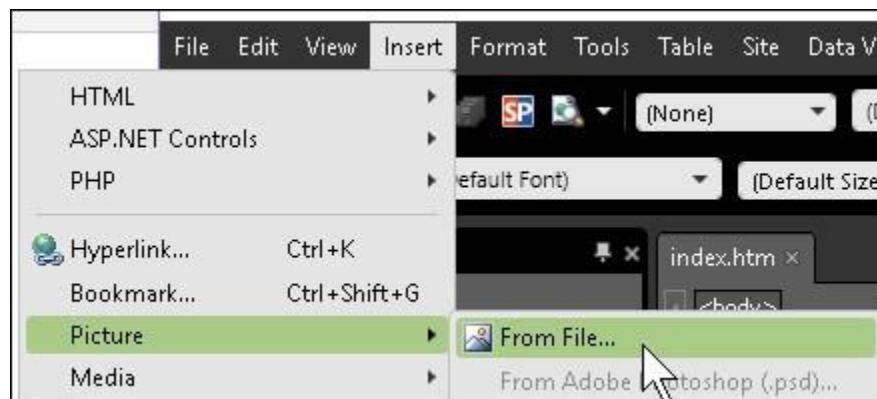
Note: You can set up Expression Web to use the browser of your choice. Choose File: Preview In Browser. In the Preview In Browser dialog box, you can select which browser you want to use or add a new one. You can also select the window size; in most cases, the default is best

2. Close your browser.

Add a picture to a page

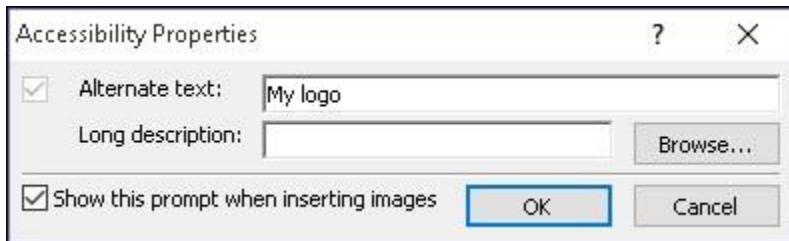
How about a picture of a magician?

1. Click **Insert, Picture, From File...** menu.



If the Select File dialog box for the My Pictures folder appears, you can navigate to where you have your pictures.

2. Click **(a picture)**.
3. Click **OK**.
4. When the Alternative Text box appears, type in the text you would like to appear when someone hovers over the picture.



5. Click the **OK** button.

Since the magician picture is too large, we need to make it smaller so that it will fit better on the page.

1. Right-click the magician picture.
2. Choose **Picture Properties**.

The Picture Properties dialog box appears.

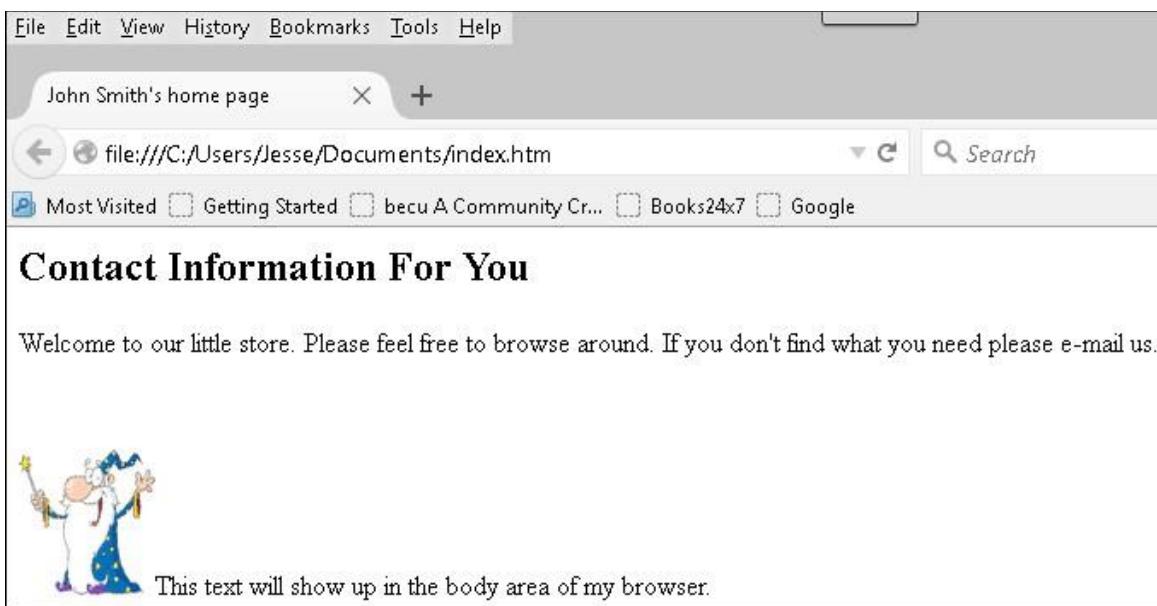
3. Click **Appearance** tab.
4. Select the **Specify Size** check box.
5. Verify that the **Keep Aspect Ratio** check box is also selected.
6. Select the number in the Width box.
7. Type **100**
8. Verify that the **In Pixels** option is selected for both width and height.



9. Click **OK**.

The magician picture should appear below the text. If not, use the mouse to drag it below the text, next to the left margin. To do this, position the pointer in the center of the picture, press and hold the left mouse button, then drag the picture to the new location. The picture is currently left-justified.

Your screen should look like this.



Graphic types for the Web

There are three types of graphics that you can use on a web page.

JPG – JPEG is normally used for photo graphics, color or black and white. It is not limited to 256 colors.

GIF – GIFs are a very good quality bitmap image. They are limited to 256 colors. **PNG** – PNG is just like a GIF file, just a little more efficient. It was created especially for the Internet. Also limited to 256 colors.

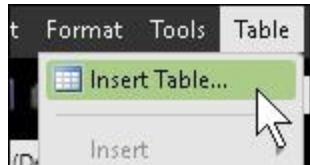
A graphic added to your web page is called an embedded graphic. When we add a graphic in a word processing program, it becomes part of the page. However, when we add a graphic to a web page, HTML code is added to the page to tell the browser (when the page is loaded) where the graphic is stored and how it should be placed on the page.

Using Tables to Align Graphics and Text

One of the web page design items that you will find very useful is a table. Tables can be used to hold graphics and text in place, which will help you to arrange items on your web page more neatly. For example, if you want to center a paragraph on your web page but want each line to be left aligned, you can put the text in a table and center the table instead of the text. You can also put graphics in tables, especially if you want to include text immediately below or next to the graphic. You can make the table borders invisible by selecting zero as the border size. This way your visitors will only see neatly aligned text and graphics.

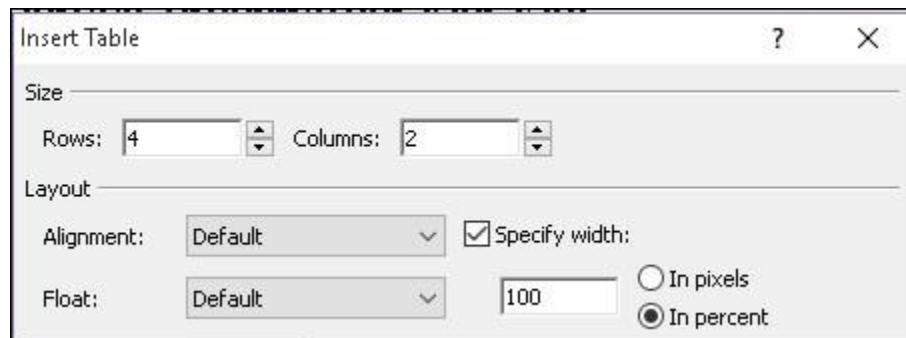
Add a table

1. Make sure your cursor is located between the graphic and the “T” at the start of the sentence.
2. Click **Insert Table** button.



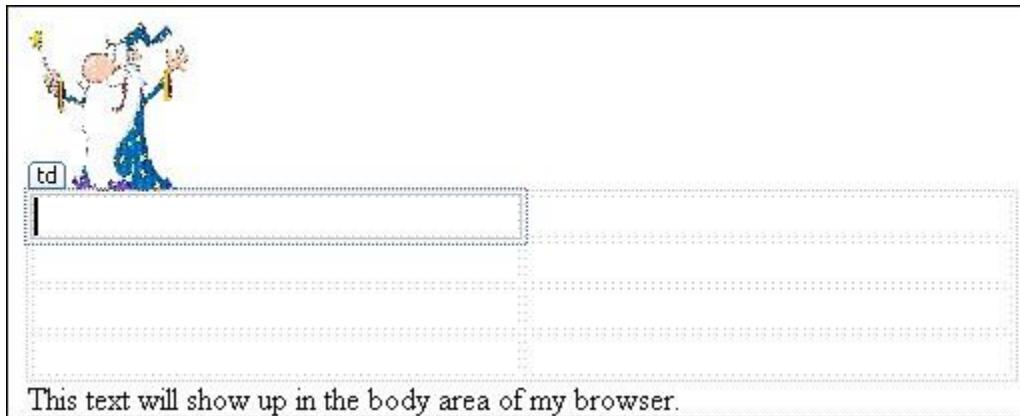
3. Select 4 Rows and 2 columns in the Insert Table dialog box.

Your screen should look like this.



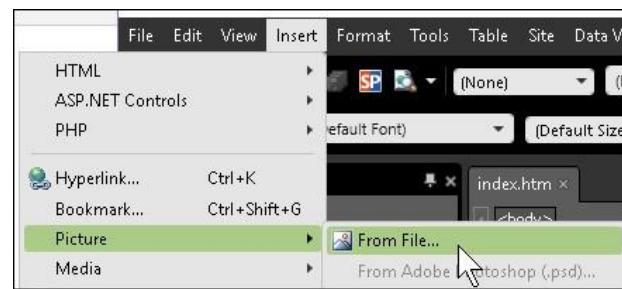
When you release your mouse, you should have a 4 by 2 table.

Your screen should look like this.



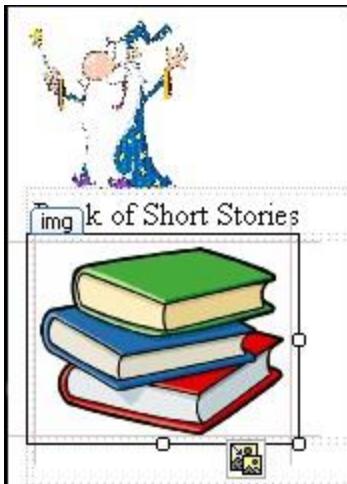
Insert text and graphics into a table

1. Click in the first cell of the first row.
2. Type **Book of Short Stories** and press **[TAB]**.
3. Click **Insert, Picture, From File** menu.
4. Click a graphic.



5. Click the single book picture in the second row.

See the next screen shot to help select the correct graphic.



6. Right-click the picture, and choose **Picture Properties**.

The Picture Properties dialog box appears.

7. Click **Appearance** tab.

8. Verify that the **Specify Size** check box and the **Keep Aspect Ratio** check box are selected.

9. Type **75** in the Width box. *The In Pixels option should be selected.*

10. Click **OK**.

11. Click in the first cell of the second row.

12. Type **Book of Long Stories** and press [TAB] twice.

13. Click **Insert, Picture, From File** menu.

14. Click **Clip Art**.

15. In the Search For Clips box, type **books** and press [ENTER].

16. Click the owl reading a book graphic in the first row. *See the next screen shot to select the correct graphic.*

17. Right-click the owl picture, and choose **Picture Properties**. *The Picture Properties dialog box appears.*

18. Click **Appearance** tab, and type **75** in the Width box.

The Specify Size check box and Keep Aspect Ratio check box should be selected.

19. Click **Save**.

The Save Embedded Files dialog box appears.

20. Click **OK**.

Your screen should look like this.

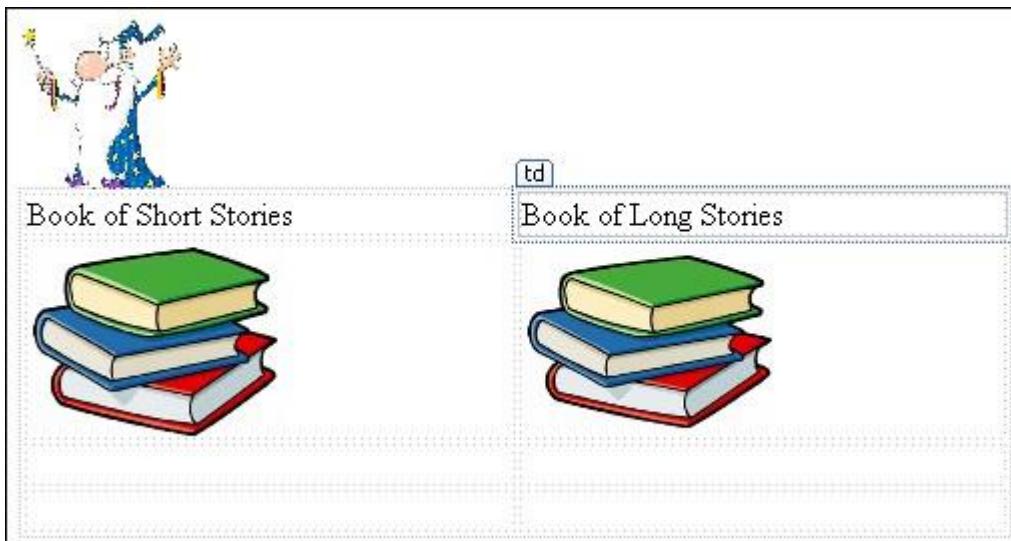
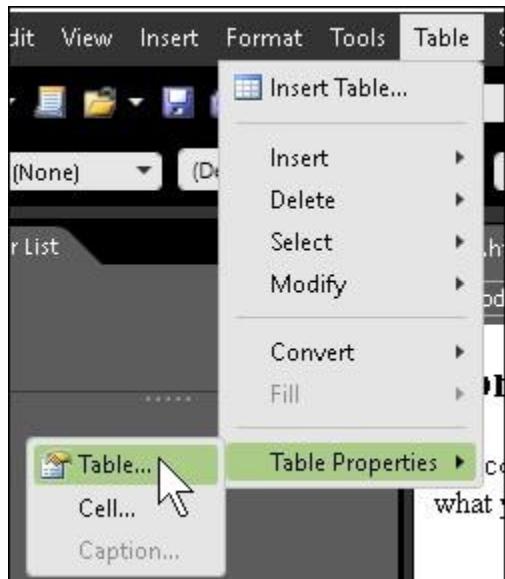
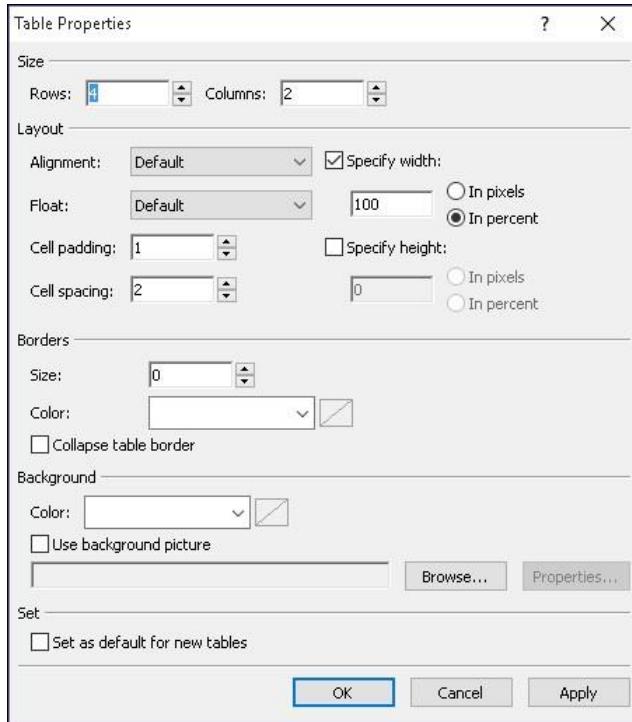


Table Properties



Let's take a look at the Table Properties dialog box. If you right-click the current table and choose Table Properties, the Table Properties dialog box will appear.

The Table Properties dialog box.



Notice that in the Borders section, the size is set to 0. When this is zero, visitors to your web page will not see the table at all. They will just see text or graphics lined up neatly on the web page. Just like in word processing where you can use tables instead of tabs to line up information on a page, the same holds true with your web page. With a table, you can accomplish the same alignment and look as tabs.

Next, notice that the Specify Width option is set to 100 percent. With this setting, your table will adjust to the size of the browser window regardless of monitor size. Since different visitors to your web site have different monitor sizes, this is a good setting to have. For example, if you have a 15-inch screen, the table will still stretch across the entire screen. If you have a 17-inch screen, the same table will still stretch across the entire screen even though the screen is two inches bigger. As long as the browser window is maximized, the table will always take up 100 percent of the screen.

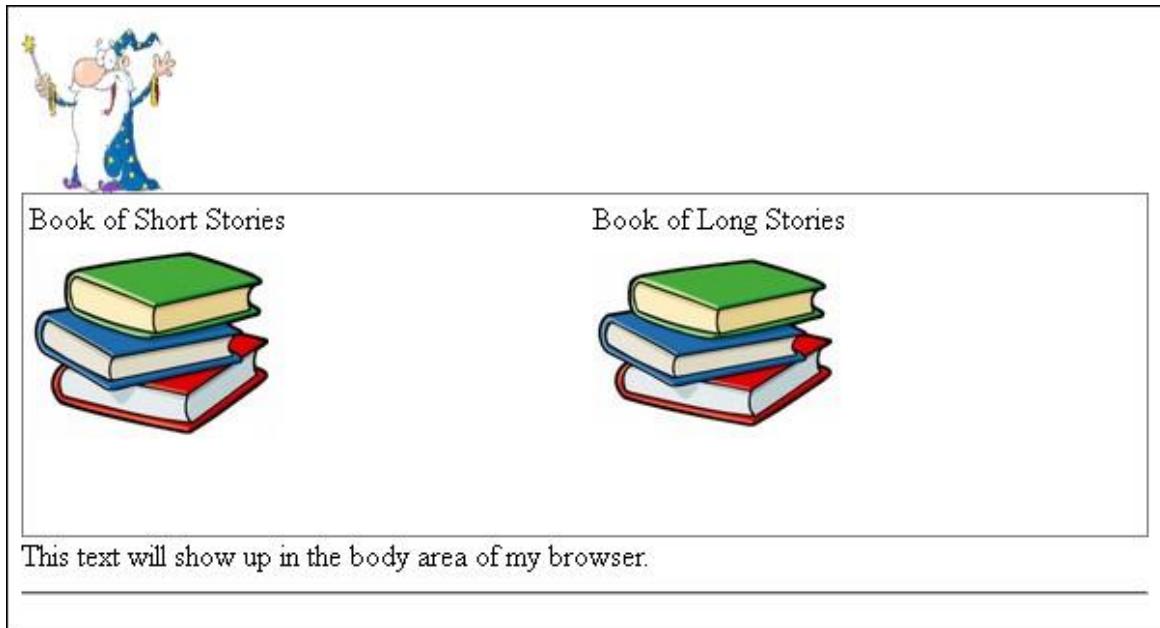
Another option to use for sizing tables is pixels. Pixels are useful if you want to keep your table exactly the same size no matter what size monitor is used. Pixels are the little dots on your computer screen that make up the images and text that we see.

Let's give a few of these options a try.

Add table borders

1. Right-click the table.
2. Choose **Table Properties**.
3. In the Borders area, click **Size** down arrow to select **1**.
4. Click **OK**.
5. Click **Save** button.

6. Click **Preview In Browser** button. *Your screen should look like this.*



The first thing you will notice here is that you do not see a table. Notice that your book titles on the left are aligned with the middle of each graphic on the right. In cases where you want to make a list of items on your web page, it is best to use invisible tables instead of tabs. Look at the following list of information.

Example:

Item stock no:	Item category:	Item Title:	Item cost:
445678	Children books	Little Mary	\$3.49
335678	Adult books	Stock Market	\$14.95

If you wanted to put this information on your web page, tabs would not work. To get the tab effect on your web page, you need to use a table without borders. This is one of the ways that a web program differs from a word processor. For the previous example, you would need to create a table with four columns and three rows, with no borders of course.

Working with hyperlinks

(First we create a second page where a hyperlink will be added.)

1. Click **New Page** button.

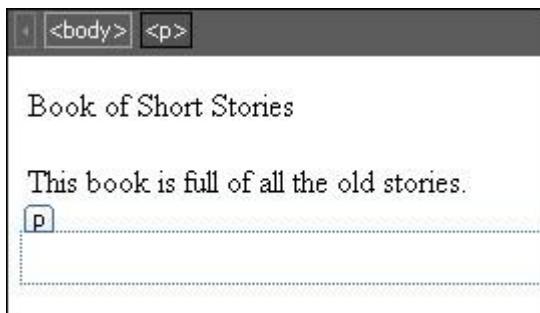


2. Click **Save** button.

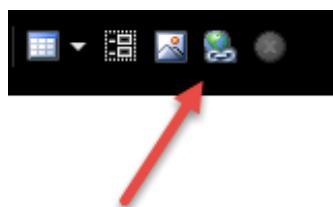
Verify that you are saving your work in the bookwork folder.

3. In the Save As dialog box, type **Shortstories** and click **Save**.
4. Type **Book of Short Stories** and press [**ENTER**].
5. Type **This book is full of all the old stories.** and press [**ENTER**].

Your screen should look like this.

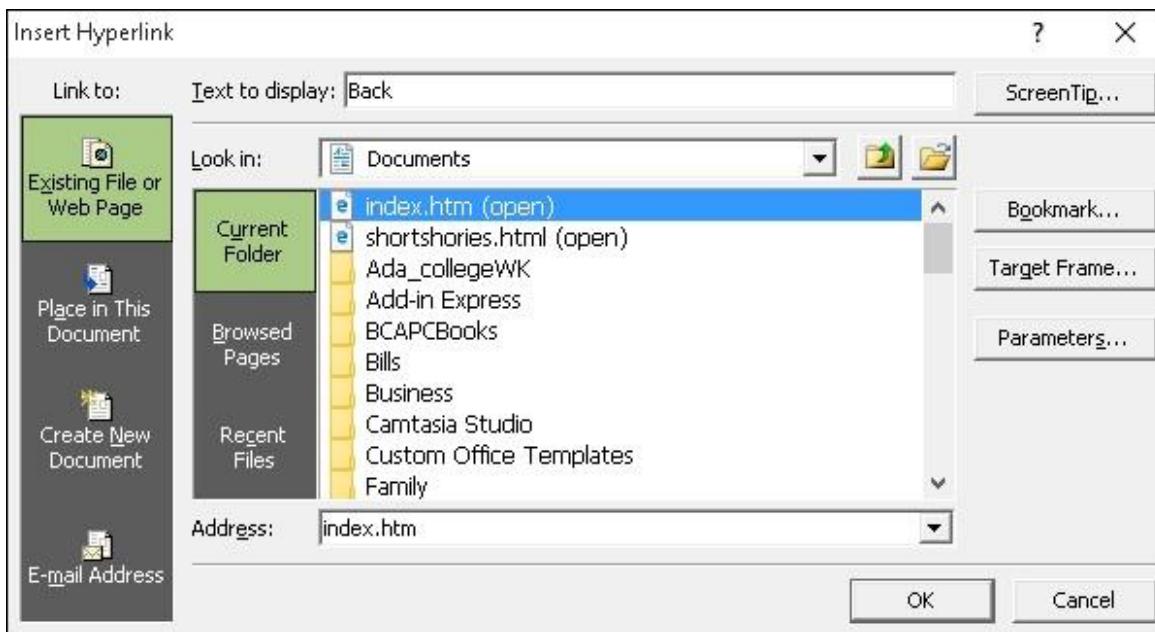


6. Type **Back**
7. Select the word "Back."
8. Click **Hyperlink** button.



Note: You can add a page title at this point by clicking Change and typing in a title for the page. If you want to add a title later, just right-click anywhere on the page and choose Page Properties from the shortcut menu. On the General tab, click in the Title box and enter your page title. Click OK.

The *Create Hyperlink* dialog box appears.



9. Select the file **index.htm**

10. Click **OK**.

The word “*Back*” is now a hyperlink. Your screen should look like this.



If you hover your mouse pointer over a hyperlink, you will see what file it links to in the status bar at the bottom left of the screen. In this case, the *Back* hyperlink links to the file index.htm.

Your screen should look like this.



When creating a hyperlink, it is important that you only use the file name. Do not include the location of the file on your hard drive. Otherwise, the link will break when it is published to the

server computer that hosts your site. For example, you don't want to have a hyperlink to your home page point to C:\My Documents\index.htm. Instead you should simply type index.htm in the **URL** (*see Appendix A*) box when creating the hyperlink. To avoid this, you can do the following:

Check the HTML code

1. Switch to **Code** view by clicking the **Code** tab. Your screen should look like this.

```

1 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/T
2 <html xmlns="http://www.w3.org/1999/xhtml">
3
4 <head>
5 <meta content="en-us" http-equiv="Content-Language" />
6 <meta content="text/html; charset=utf-8" http-equiv="Content-Type" />
7 <title>Untitled 1</title>
8 </head>
9
10 <body>
11
12 <p>Book of Short Stories</p>
13 <p>This book is full of all the old stories.</p>
14 <p><a href="index.htm">Back</a></p>
15
16 </body>
17
18 </html>
19

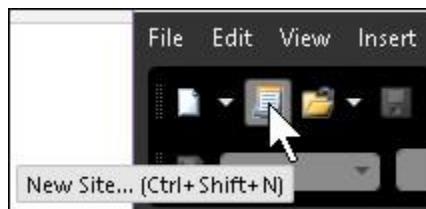
```

2. View the **Back** link in the Code view. The “href=“index.htm” code is the pointer to your home page. It should not have C:\ or any drive letter referenced. If this is not the case, change it to match screen shot.
3. Click **Design** tab.
4. Click **Save** button.
5. Choose **File: Close**, and choose **File: Close** again.

At this point all web pages should be closed, but Expression Web should still be open.

Our next step will take care of the problem of the drive letter infiltrating into our HTML code. Next we will let Expression Web create a web site for us. When Expression Web creates a web site, it uses web folders instead of standard Windows file folders. Therefore, when you are working with a web folder and create a hyperlink, Expression Web will remove any file location information (C:\) and only list your web page as needed for navigation around the web site, no matter where the web site is stored.

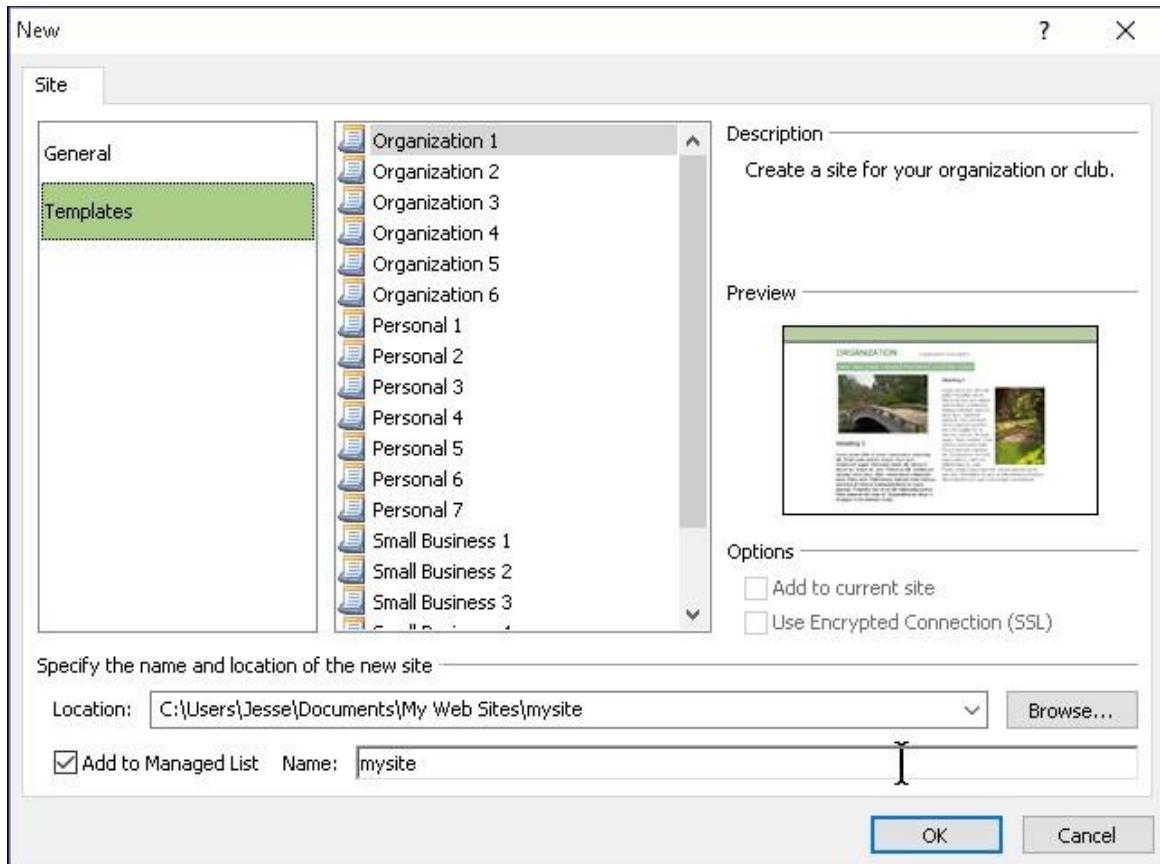
Use a web site template



1. Click the **New Site** button..

2. Click the **Templates** category on the left.

Your screen should look like this.

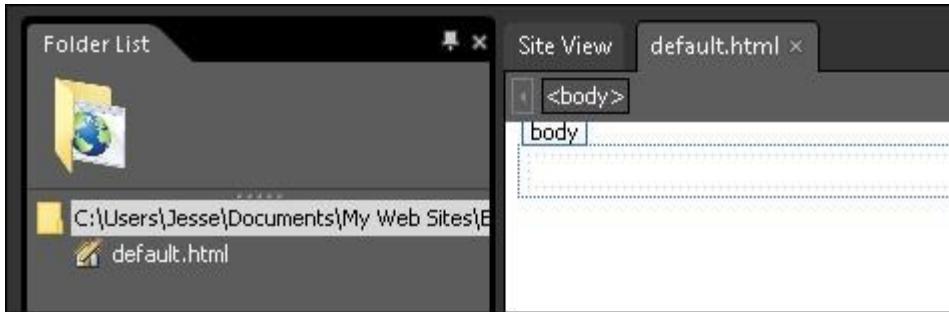


3. Click any one of the **Templates** in the center to see the preview on the right.
4. Place the cursor at the end of the line **C:\My Documents\My Webs**, and replace mysite with the name you wish for your site. *Use the screen shot above to enter the correct information. If other text appears, change it so that it matches what appears in the screen shot exactly.*

For a moment let's talk about the wizards and templates that we have to work with. There are two templates that are really for the purpose of setting up a new web without adding a lot of extras. Those two are One Page Web and Empty Web, under the General category. One Page Web is exactly what its name implies, it creates a web folder with one HTML page in it to give you something to start your web site. The Empty Web is what its name implies, it creates a web folder but without any HTML pages. This may help if you would like to import web pages.

(See the Wizard and Templates table on page 60)

5. Select **One Page**, and click **OK**. *Your screen should look like this.*



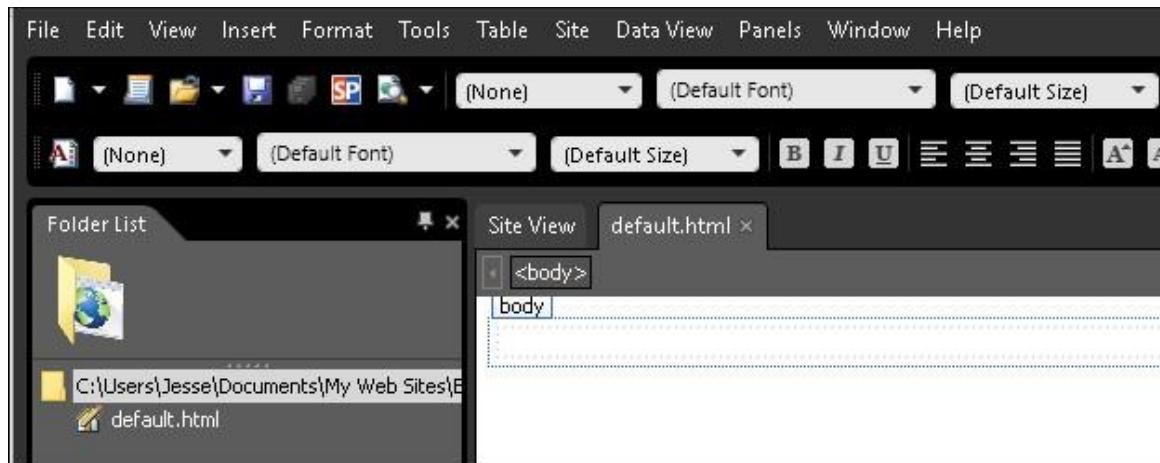
If the default.htm web page is open, close it for now (choose File: Close).

Now let's review what we have created using the Single Page Web template. As you can see from the screen shot, a single subfolders and one web pages have been created for us.

View the template web site

1. Double-click the **default.htm** file. (*normally this page should be index.html*)
2. Maximize the **Microsoft Expression Web** window if it is not already.

Your screen should look like this.



Wizards and Templates Information

The difference between a template and a wizard is the wizard will prompt you for some information to help build the web site. A template will build the item without the need for additional information.

Wizards	Description
Import Web Wizard	Used for importing web pages from other sources, such as the Internet or from another web program.
Templates	Description
Organization 1 – 6 Web	Creates about 16 folder to cover everything from About, Calendar, contact Employees etc. This helps you set up your small organization web site.
Personal Web	Sets up a web site that can be used by than one person. About seven folders; Resume, Contact, links etc..
Small Business Web	Similar to Organization but a little more of the mix between Organization and Personal. .

Publishing a Web Site

Chapter 5 – Introduction

Now that we have created a few web pages in Microsoft Expression Web and looked at wizards to help us create even more pages, it is time to focus on publishing our web site.

After teaching for many years, I have found that a lot of individuals worry a great deal about publishing. The truth of the matter is that, generally speaking, publishing is one of the lesser items to worry about.

There are a few things that we need to understand about publishing. In this chapter, we will learn how to publish a web site from a home computer. This can be for a personal site or a business. If you have a high-speed line (1. DSL using telephone, 2. cable modem, 3. dish connection), of course it is much faster than using a standard dial-up modem, but a dial-up modem will work fine, as long as the site is not more than 1 to 5 megabytes.

Publishing a Web Site

The three things you need before publishing:

- Your site **address** (URL)
- Your **logon** name
- Your **password**

That's right, you only need three items. From what we covered in the first two chapters, you should have this information already. You purchased your site, so you have the address, such as www.yourname.com (or **.org**, **.net**, and so forth).

You should have the logon name and password from your hosting company. We talked about hosting companies in Chapter 2 (where you pay a company to allow you to place your web site on their server). Of course there is a price for this. Normally it costs about \$6.95/month and up. About \$9.95/month seems to be the average right now. (8/30/15)

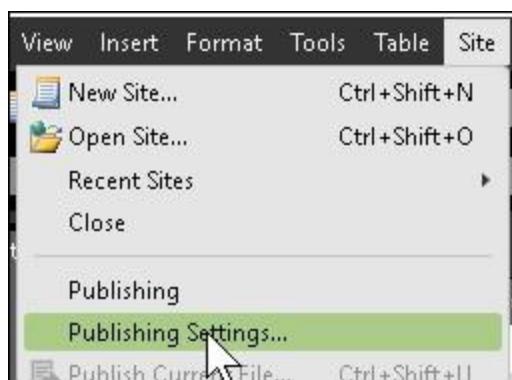
If you are paying your ISP (*see Appendix A*) for a connection to the Internet, they will normally give you space to set up a web site. This space is usually limited in size, however, and you will not have your own domain name, but it gives you a place to practice.

One last thing before we publish using Expression Web is to make sure that your provider is set up for Expression Web Server Extensions. You should have requested this when you purchased your space from the hosting company. If you did not do this at the time of purchase, double check with them to see if you can have this feature added to your site.

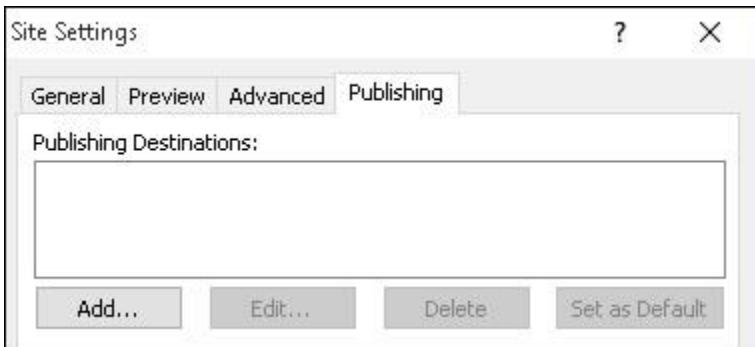
If you are going to use an FTP program to transfer your pages to your new site, however, you will not need Expression Web Extensions. We will talk about FTP further in this chapter. (*See reference on page 67.*)

Publish Using Expression Web

1. Open your site in **Expression Web**.
2. Click **Site, Publishing Settings** menu.

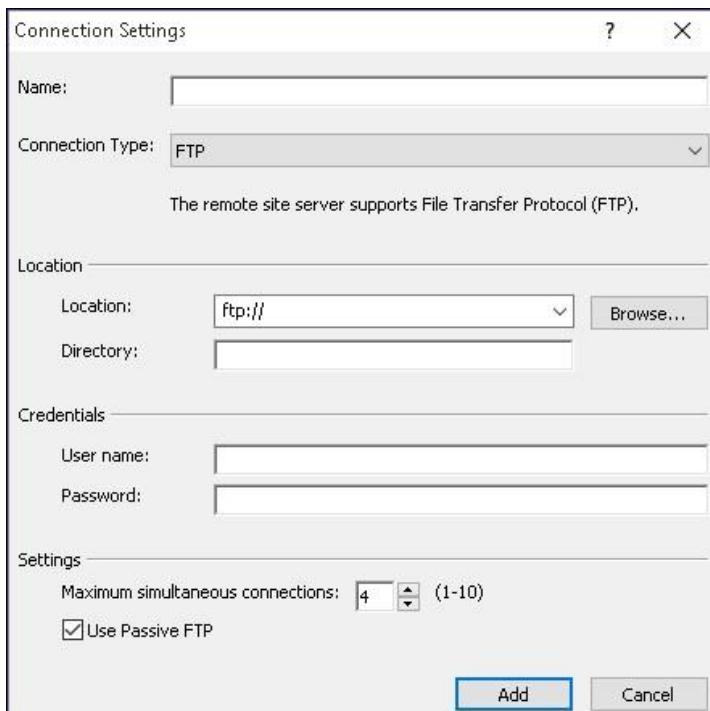


Your screen should look like this.



3. Click the **Add** button.

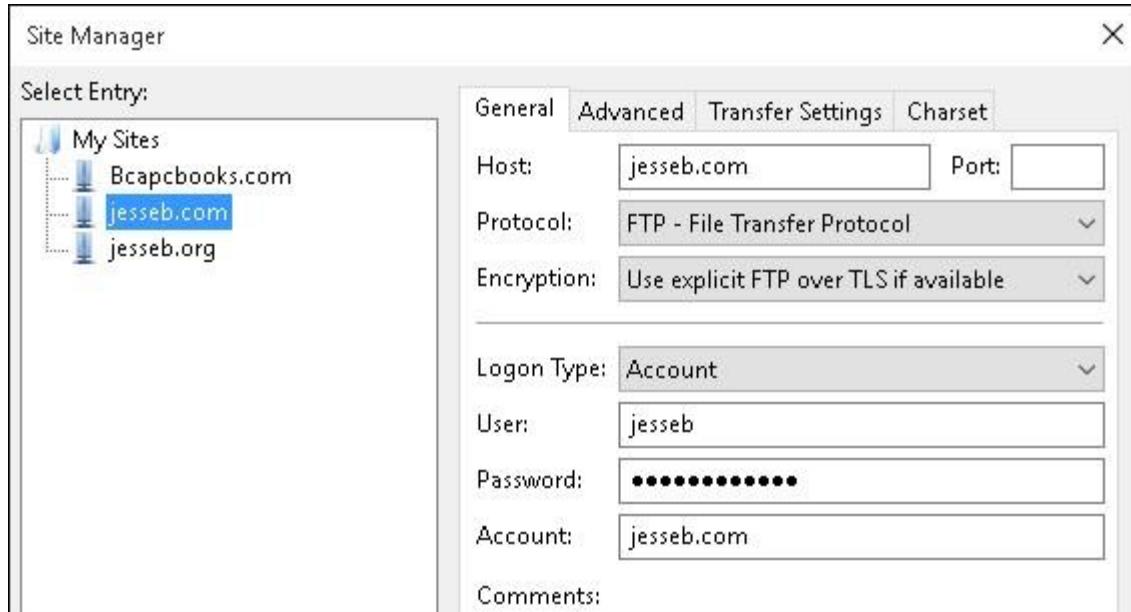
You screen should look something like this.



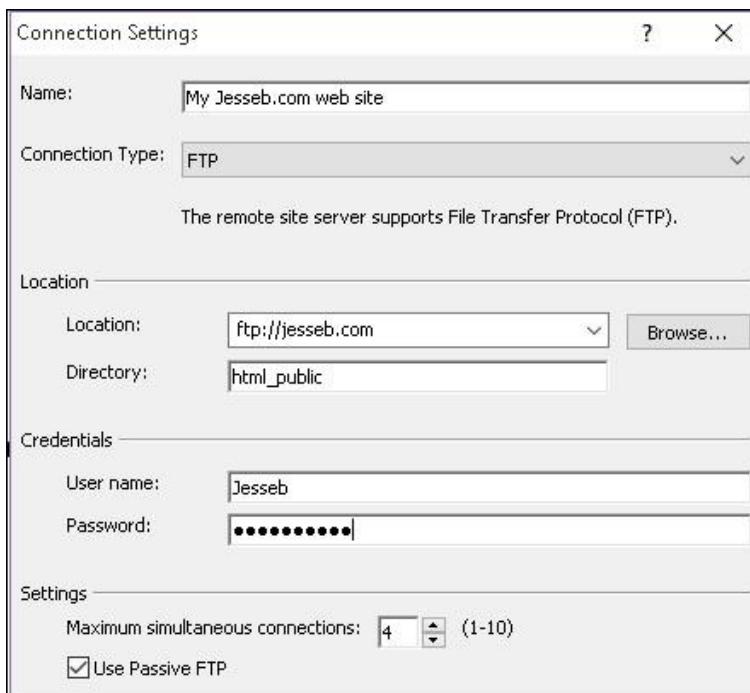
In this dialog box you need to type in the information your hosting company gave you to be able to upload your files. This process is called **FTP** which stands for File Transfer Protocol.

If you are publishing to your ISP site, it might look something like this (your name will follow the ISP name).

This below screen shot is from FileZilla. This is another program that is free and can be used to upload your files. It is just an example of how your information should be filled in.

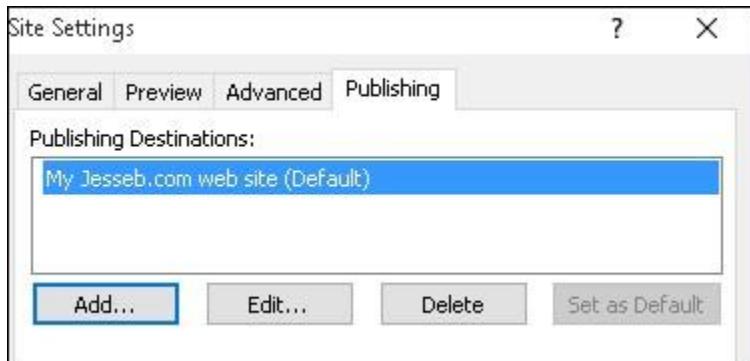


Here below you can see the same setup for Microsoft Expression Web.



4. Click the **Add** button.

Your screen should look like this.



5. Click **OK** to start your upload.

Your screen should look like this.



After all of your pages have been published to the server you will get the following screen message.

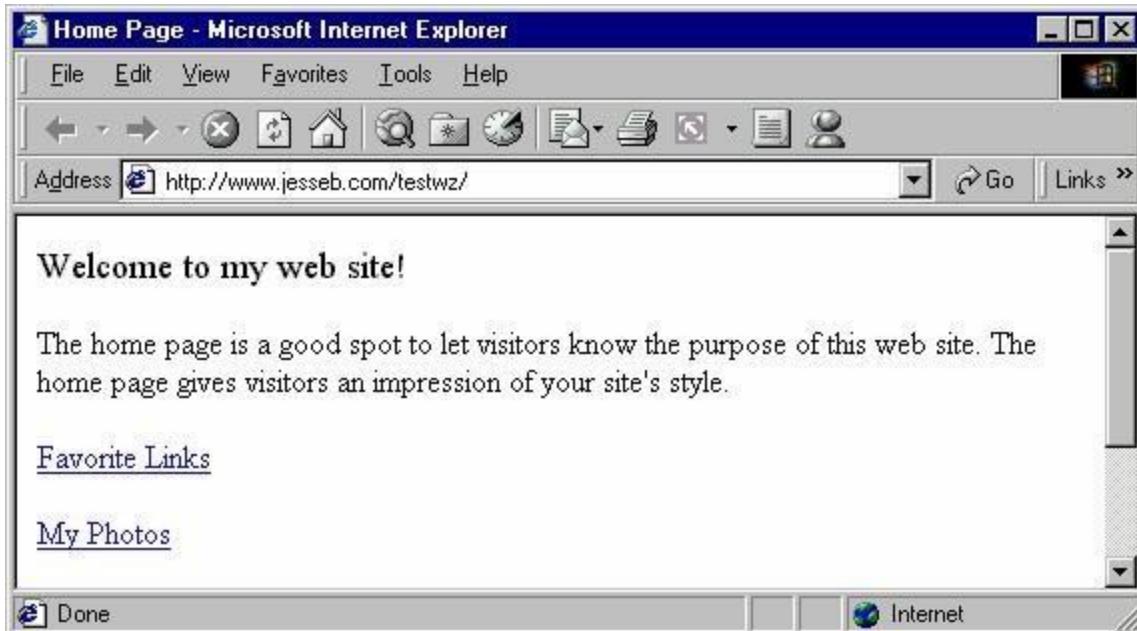
Your screen should look like this.



The blue underlined text in this message is a link to view your new site! Now you can see your new domain as it appears to everyone else on the World Wide Web. It is now published on the Web.

Yes, you are now published on the Web.

When you click the blue link, your screen will look something like this if you published the pages we created earlier.



Welcome to the World Wide Web, land of domain ownership.

Using an FTP program to publish – Where do I get one?

There are a few programs out on the market that are inexpensive and easy to use: CuteFTP, WS_FTP, and FTPworks. These are all similar programs of look and feel. I have found that CuteFTP seems to work best for me. But you might prefer a totally different FTP program.

CuteFTP can be downloaded from <http://www.cuteftp.com> for \$39.95.

WS_FTP can be downloaded from <http://www.ipswitch.com> for \$39.95.

FileZilla can be downloaded from <https://filezilla-project.org/> for free.

(Software can be shareware or freeware; shareware normally has a time limit, freeware is normally free, no cost or time limit.)

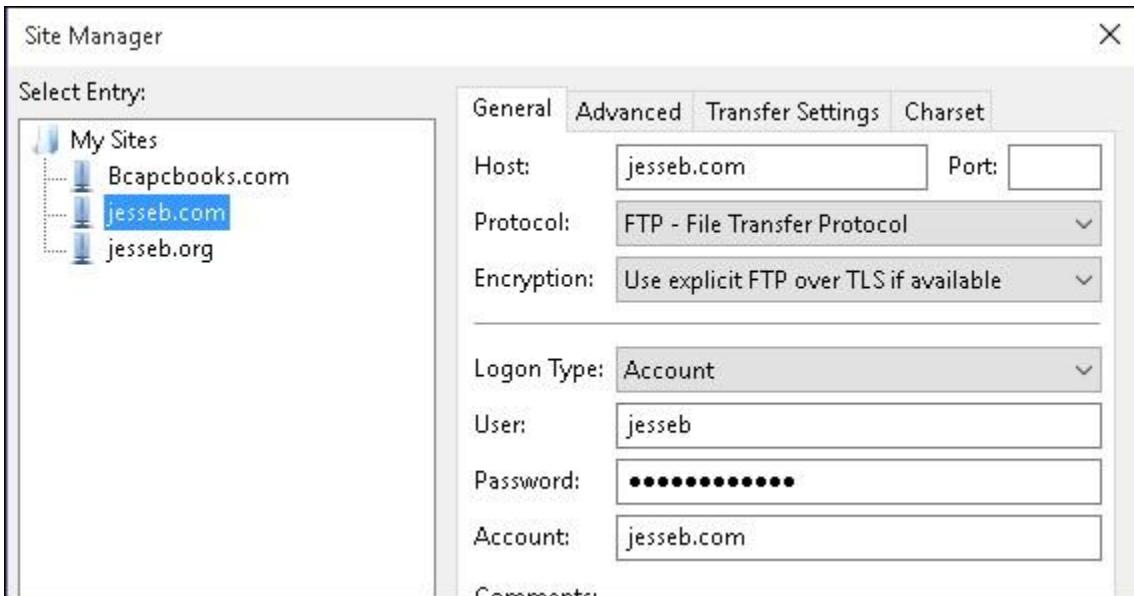
You can also search the Web to find other FTP programs to download for free or to purchase..

Publish my web site

Now we will use **FileZilla** to publish the pages we have created to our new domain.

1. In the Site Manager you need to setup your site settings. You received these from your hosting company. Being FileZilla is very popular most hosting companies can give you exact directions. Click **File, Site Manager**.

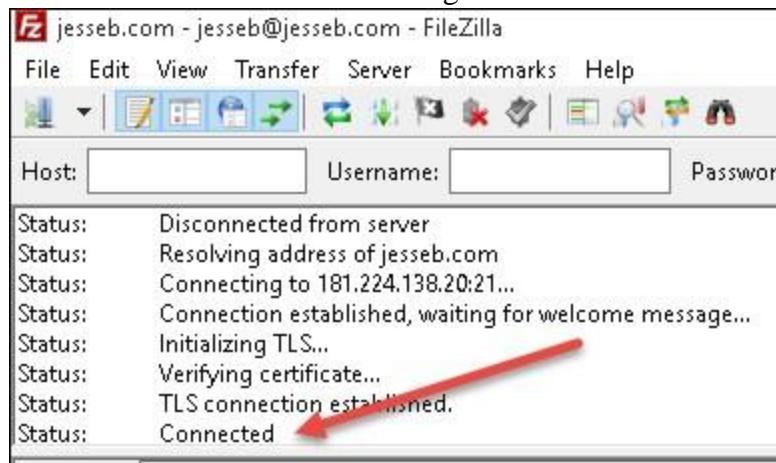
Your screen should look like this.

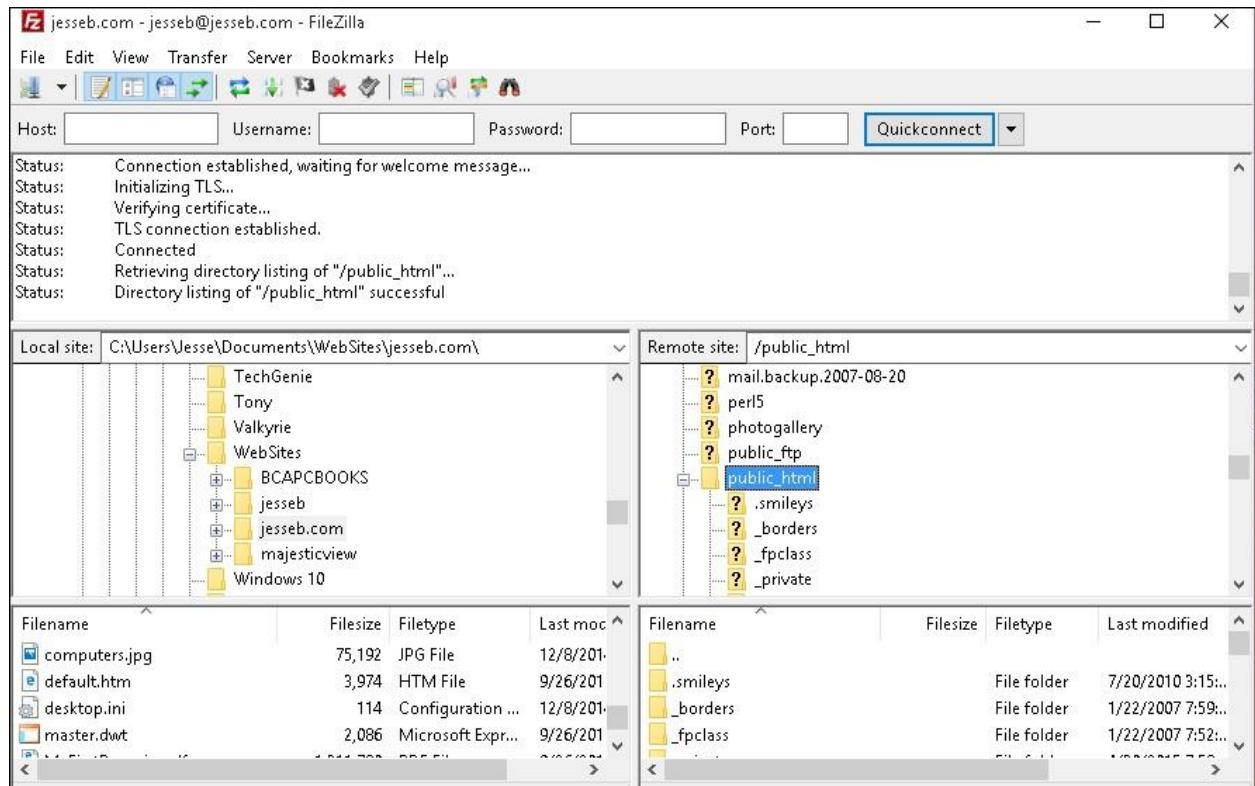


You will fill out the information as your hosting company has directed. It should look something like the screen shot above.

2. Click the **Connect** button once you have all of your setting filled in as directed by your hosting company.

Your screen should look something like this. Connected should appear.





The basic structure in most FTP programs is your files on your computer are on the left and the website files are on the right.

The object is for you to get your files from your computer to the web site.

With a modern FTP program this is very easy. You use your mouse to select the files on your computer on the left and drag them to the folder on the right.

Your main folder on the website server is normally called Public_HTML or a similar name.

Here again your hosting company can help if you have any questions. Most hosting companies have toll free number or at the least a chat feature you can use to talk with someone 24/7.

When you are done dragging your files to the web server, you can disconnect.

3. Click the **Disconnect** button.



Your screen should look like this (close anyway).



You have completed everything needed to set up your new domain and web site.

Closing Comments

There are many more learning bridges to cross on your way to learning about the Web and all of the different capabilities in creating, designing, and building your web site. We have just scratched the surface. In doing so, I hope this book has helped you in some way to see the Internet in a new light.

Now what is my next step?

You might want to grow with Microsoft Expression Web. Check out the Step by Step series of books at Microsoft Press (<https://www.microsoftpressstore.com>)

You might want to learn about Flash animations, presentations, and design tool at <http://www.Adobe.com/> Maybe even a little Java at <http://freewarejava.com>.

Whatever direction you take is up to you --- just remember to have fun doing it.

Appendix A

Cable modem –	A cable modem is a device that enables you to hook up your PC to a local cable TV line. The data rate far exceeds that of the prevalent 28.8 and 56 Kbps telephone modems and the up to 128 Kbps of Integrated Services Digital Network (ISDN) and is about the data rate available to subscribers of Digital Subscriber Line (DSL) telephone service. A cable modem can be added to or integrated with a set-top box that provides your TV set with channels for Internet access.
DSL –	digital subscriber line - DSL, or xDSL, is the collective term for a number of technologies. All work over telephone lines (twisted-pair wiring), but differ in ways and the speeds they can transmit. Some are asymmetric in that they transmit faster coming to your PC than from your PC.
Firewall –	A hardware or software device that controls access from the Internet to secure computer or LAN to prevent individuals or organizations from using in someway your computer resources, or stealing data.
HTML –	Hypertext Markup Language. This language is a formatting language used to create web pages for the World Wide Web.
Hyperlink –	A text or graphic object that is used to create a link can be clicked on with the mouse pointer to link you to another web page or web site address. Hyperlinks help us move from place to place on the World Wide Web.
Internet –	A network of computer connected together from all over the world. Computers from big and small businesses, colleges, universities, and governments from around the world creating a communication network that can be shared in different ways by all.
IP address –	An Internet Protocol (IP) address is a series of four numbers separated by a period. '192.168.1.1.' and '127.0.0.1' are both IP addresses. The address uniquely identifies a computer on the Internet.
ISP	Internet service provider a company that provides you the customer with a way to connect to the World Wide Web (Internet). This could be AOL, MSN, EarthLink, your local phone company or cable company. Name server – A name server is responsible for telling a computer what another computer's <u>IP address</u> is. For a <u>domain name</u> to resolve, (resolve means to take http://www.jesseb.com as we humans type it in and convert it to 209.189.58.94) it must have a name server to tell other computers where specific computers within the domain are located.
SSL –	Secure Sockets Layer. The primary purpose of Secure Sockets Layer is to enable secure electronic financial transactions on the World Wide Web, although it is designed to work with other Internet services as well.
URL -	Uniform Resource Locator, which really means the address that you type in your browser to reach a Web site. Example: www.someplace.com

Web site –	A collection of Web pages placed at the same URL to pass some type of information along.
Whois –	A "whois" query is a standardized way of obtaining information from a registrar's or registry's database. Previously, when there was a single registrar, a domain name "whois" query would show the owner and other contacts for a registered domain name.
_private	When you create a new web, Expression Web automatically creates a hidden folder named _private to store form results. This hidden folder created by Expression Web cannot be viewed by site visitors browsing your web, this is a security feature. If you want additional folders that cannot be viewed by site visitors, you can create subfolders below the _private folder, or you can contact your web administrator for instructions on how to make a hidden folder.

Appendix B

(Tags can be uppercase or lowercase; it is up to you. If you make them all uppercase they are easier to find when editing.)

HTML (short) Reference Guide

Tags	Attributes	Descriptions
<HTML>...</HTML>		Starts and stops your HTML document, identifies to your browser that this is an HTML document.
<HEAD>...</HEAD>		Items between these tags are part of your heading for your HTML document.
<TITLE>...</TITLE>		The title that you see in the title bar of your browser when a HTML page is loaded. Also when a Favorite or Bookmark is added in a browser the text between these two tags is used as your identifier.
<BODY>...</BODY>		The body tag is like the body of a letter. It is the main part of your page, the primary part that viewers see when they load your page in their browser. Example: the text & graphics
<P>...</P>		This allows you to control a block of text so it becomes a paragraph.
..., <I>...</I>, & <U>...</U>		The three tags are for Bold , <i>Italic</i> and <u>Underline</u> . These apply formatting to text.
<H?>...</H?>		There are six heading tags. Example: H1, H2, H3, H4, H5, and H6 To be consistent over your web site with your paragraph headings the above can be used. Heading 1 is the largest and Heading 6 is the smallest.
	BACKGROUND="..."	To add a graphic as a background image. When a graphic is added a tiling effect will occur. Your text will be on top of the graphic.

Tags	Attributes	Descriptions
	BGCOLOR="..."	Web page color. Rather than having your web page white you can make it any color you like. The format used in between the quotes is hexadecimal. Example: <i>BGCOLOR="#FF6600"</i>
	TEXT="..."	The color of the text on your web page.
	LINK="..."	The color of links on your page before they have been clicked.
	ALINK="..."	The color when you first click on a link, right before you jump to the link's destination.
	VLINK="..."	The color of a link after it has been clicked. This will be the color of visited links.
<h1>...</h1>		Main heading/title, for the larger text. Using Heading styles will keep your text on pages consistent across your site.
<h2>...</h2>		Heading 2 is a little smaller than one.
<h3>...</h3>		Heading 3 smaller
<h4>...</h4>		Heading 4 smaller
<h5>...</h5>		Heading 5 smaller
<h6>...</h6>		Heading 6 smaller
<P>...</P>		Paragraph structure, so you have text wrap together; gives you a blank line between current and the next paragraph.
<HR />		Inserts a horizontal line across your web page. The good thing about a horizontal line is it is not a graphic and downloads very fast. It looks like a graphic but is only a tag.
	SIZE="..."	Allows you to make the horizontal line thicker using pixels. Example: Size="20" will give you a line that looks about $\frac{1}{4}$ " thick. Now of course this will all depend on screen size etc. That is why we use pixels, to give us better control.
	WIDTH="..."	Controls the width of the horizontal line. You can control in pixels or percentage. The percentage is good when you would like the horizontal line to have space on each side. If you set it to 80% then you will have a little space on each end of the line. This is good because if the user maximizes their browser the line has space

Tags	Attributes	Descriptions
		on each side. If they reduce the browser to half the screen size the line will still have space on each side. Example: WIDTH="80%"
	ALIGN="..."	This will give you the basic Left, Right, & Center alignment. Remember that if you change your width you might want to have your line align different. The default is center, that is if you leave out this attribute.
	NOSHADE	If you keep the line thickness small you will have a shade/shadow effect. This gives you on most computers a 3 dimensional look. However; if you use the NOSHADE attribute you will not have this effect.
	COLOR="..."	By default the line is gray in color when you create it. You can of course make it any color you like to match your web page. Example: color="#ff6600" This will give you an orange line.
<A>...		This is your tag for a hypertext link.
	HREF="..."	Here is how you would use this attribute. Example: Jesse's site Jesse's site would show up on your page(a link) with an underline. The rest you would not see.
	NAME="..."	The Name attribute works the same as the HREF attribute; however, it is used like a bookmark that you might have in a regular document. Example: First paragraph The text in quotes is what you are calling your bookmark. The text that follows is normally the text that you want to mark in the Sentence or paragraph that you would like to jump to from another link. Example:Jump Using this example, the word "Jump" would be at the top of the page and when you click on Jump your browser would scroll the page to the point where the NAME attribute is located.
	TARGET="..."	The target attribute is used when you have frames. This attribute is used for pointing to a single frame within the frame set.
...		Allows you to set a font for text.

Tags	Attributes	Descriptions
	SIZE="..."	Ranges from 1 to 7, the default is 3. One course is very small, and 7 is large. Example: 1 = this is example of one. Example: 7 = this is big
	COLOR="..."	Sets a color for your text.
	FACE="..."	Name of the font to be used. If you add more than one you can separate them with a comma so if the first one is not on the user's computer the browser will move to the second. Example of all three together:
		Tag used to insert graphic into your HTML document.
	SRC="..."	Source where the graphic came from.
	ALT="..."	Gives you text on the page where the graphic will be when loaded.
	ALIGN="..."	Lines up your graphic in many ways. Examples are Left, Right, Top, Middle and/or Bottom. Aligns the graphic in relation to the text around it.
	BORDER="..."	Allows you to add a border around your graphic.
	HEIGHT="..."	Allows you to control the height of your graphic, if you want to make it bigger or smaller.
	WIDTH="..."	Same as above but the width of your graphic.
	HSPACE="..."	Space between the text horizontal to the graphic.
	VSPACE="..."	Space between the text vertical to the graphic. Example of how the above attributes can be used:

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