Part VII

Designing
Web Pages
with FrontPage

Chapter 25

Planning a Website

How to…

- Choose the type of website you need
- Gather content for your site
- Storyboard your site

What does a website do? Essentially, it's a little piece of real estate on the web that a person, organization, or business uses to say, "Here I am, and this is what I'm doing/thinking/selling." Sites are used to share points of common interest, disseminate information, and provide services for visitors. Websites can live on the Internet, being available to millions of potential visitors around the world, or can reside on an organization's intranet, closed but to the select people who work for, or are in some way associated with, that organization. Regardless of the site's physical location, before actually building the website, you'll need to establish what you want your site to do. Once the site's mission is clear, thought needs to be given to its design and content, and where that content will come from. If you're simply making your own personal home page and using it as a hobby to teach yourself about web technology, the topics discussed here aren't going to be as pressing on you as they might be if you're trying to establish an ecommerce presence or build a website to distribute information about an important cause. Whatever your long-term web goals are, it always helps to have a strategy laid out so you aren't caught flat-footed with an unexpected obstacle right in the middle of developing your site.

What Are Your Online Goals?

What do you want to accomplish with your site? Will this website be a resource for information? Is it an entertainment site? Will you use it to sell a product? Once you establish your site's purpose—what it's going to be and do—every decision you make afterward will be simple. Some examples of questions to ask yourself include:

- *Who will the site's visitors be?* Think of a typical visitor, and then imagine other types of people who'd be likely to visit the site. Will they be mostly men? Mostly women? Would people of a particular age or with a particular interest or political affiliation be drawn to your site?

- *How do you want your visitors to move from one area of your site to the next?* Imagine the navigational strategy for your site—from where your navigational tools (buttons, text links) will be located to the way people will move from top-level pages (such as the home page) to lower-level pages.

- *What hardware and software will your visitors be using to view your site?* Internet Explorer or Netscape Navigator? PC or Mac? Both? Clues to the answer to this question lie in the first question about the audience for your site.

■ *What sort of design do you want for the site?* The tone, color scheme, the overall "look"—imagine it and think about whether it will appeal to the typical visitor and whether it matches your site's subject matter.

What follows isn't intended to be an exhaustive list of every type of site on the Internet—after all, there are nearly as many flavors of sites out there as there are people who've decided to carve out their niche in cyberspace. Instead, this is an overview of the more common methods for employing websites. One of these might be right up your alley, or you could very well blaze an entirely new trail.

Personal and Family Websites

We've all seen these types of sites in our travels, and with the number of free hosting options available through Internet service providers and sites such as Yahoo!, Lycos, and Angelfire, to name only a few, it's not surprising that these "freebie" sites make up a good percentage of the sites on the web. Individuals who are more serious about their web presence may go to the effort to purchase their own domain names (http://www.*your_name_here*.com) and develop a more unique presence on the web rather than just being a small section within a larger domain.

Personal sites are great for the beginning web developer. You don't have to worry about "staying on message," marketing data, sales and site statistics, or any of the other concerns a corporate web presence demands. Have some snaps from the family picnic you want the rest of the extended clan to see? Put together a little page and load them all up to the web server, then send your cousins an email. Have a pet subject you want to share with the world? Create your own cyber-shrine and put it on the web for all the other enthusiasts to see.

Sites that Advertise

Sites that advertise basically say, "Hi! Here we are, and this is what we do. Please contact us for all your *(place a subject here)* needs!" As you can see, the personal category could easily merge in here if it were an online résumé. I differentiate the advertisement site from a site that sells a product only by the fact that it is not a true ecommerce site allowing customers to make purchases directly from within the site itself. This doesn't mean that a site that advertises can't be selling a product, but only that you can't buy its products using the site. A site that advertises doesn't even need to be pushing a product. There are plenty of nonprofit organizations whose sites simply function to let the public know about the work they do.

Sites that Sell

When I refer to sites that sell, I mean *ecommerce*. Ecommerce is hard-core online selling. "Hi! Welcome to our site. This is what we sell, and if you provide us with the necessary information, we'll have your order off to you in no time flat (hopefully)!" You can set up your own secure server to process the credit card transactions with the bank, installing and running a relational database and writing a custom program to process orders from an inventory and shipping perspective. Alternatively, you can subcontract the "shopping cart," the software and services that allow

people to click a product, enter a quantity, type in their credit card, billing, and shipping address, and have the sale processed online.

As you might expect, the first option can prove to be expensive to implement and maintain, whereas the other costs more per transaction but doesn't require you to be hardware and ecommerce software savvy. The choice is yours. What both solutions demand is that your site be pleasant on the eye and easy to use so that people enjoy their shopping experience.

NOTE   *An intranet is a private network contained within an organization. It may consist of many interconnected local area networks (LANs) and may also be part of a larger wide area network (WAN). Typically, an intranet includes connections through one or more gateway computers to the outside Internet. The main purpose of an intranet is to share company information and computing resources among employees. An intranet can also be used for teleconferences to facilitate working in groups.*

Planning Your Site's Content

Before you actually sit down and start constructing the site you decide to make, it's a good idea to have as much of the site's contents at your fingertips as possible. By having all your individual site assets ready to go at the beginning, you make the construction phase of the site move much more quickly and easily. You'll want to gather any images you plan on using or create them if needed. You'll also want to have located/created the text components—any articles or other longer text elements that you wouldn't want to type from scratch when you sit down to create your pages. Have all these items in one folder, preferably called "site content" or something like that. The more centralized the storage of your site content is, the more quickly you'll be able to find it later, and the simpler your filing procedures will be as you find new graphics, articles, and so forth for your site over time.

Understanding Graphic Requirements

It would be wonderful if you could grab any old image file you had and drop it into your website. Just like with most things in life, however, it's rarely that simple. First off, there are only a limited number of file types that web browsers are capable of displaying, and secondly, regardless of file type, file size is another important issue. The smaller a file is, the quicker your visitors can access it over their Internet connection. If the images you use in your site are of astronomical size, your visitors will be left waiting interminably for your site to load.

Choosing the Right Web-Friendly Graphic Format

To date, the two most widely supported graphic file formats by web browsers are GIF (Graphic Interchange Format), shown with a .gif file extension, and JPEG (Joint Photographic Experts Group), which uses the .jpg file extension. When it comes to creating images in either of these formats, this general rule applies: Use JPEGs for photographs and photo-realistic images, and use GIFs for simpler images such as clip art, line art, and grayscale graphics (including black and white photos).

GIFs only support up to 256 individual colors. Consequently, they are great for images that don't have a lot of detail or don't contain a great deal of color variation. JPEGs, on the other hand, support millions of colors, so they can handle more of the subtle shades of color that exist in a photograph, or the kinds of photo-realistic images you can create with image editors such as Adobe's Photoshop. If you have an image that isn't in either of these formats, you can open it in the image editor of your choice and either save or export the file as one of these formats.

Reducing File Size for Quick Page Loading

Now on to the second part of the equation: file size. The smaller an image file is, the quicker a visitor's browser can display it. So how do you ensure a minimum file size for the graphic you want to use? Image optimization. Any program used to edit graphics for the web, such as Adobe's Photoshop/Photoshop Elements and Macromedia's Fireworks, offers tools that allow you to optimize web graphics (see Figure 25-1). There are some programs, such as Equilibrium's
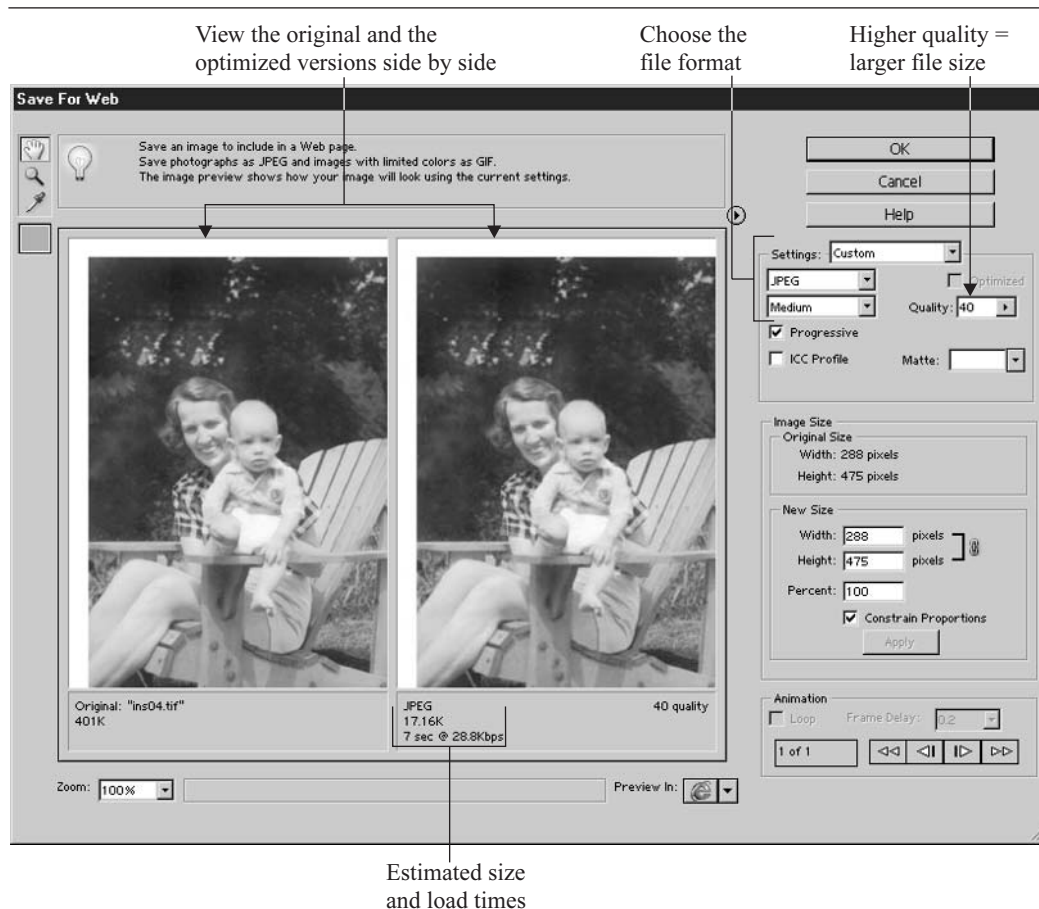
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FIGURE 25-1   The Photoshop Elements Save for Web dialog box provides all the tools you need to take any kind of image and make it web-ready.

DeBabelizer, that instead of being an image editor, do nothing but optimize and convert graphics for the web and other media.

Working Within Color Limitations on the Web

Unlike designing for print, where you have ultimate control over the finished product the viewer will see, web-based content has as many variables governing how visitors experience a site as there are potential visitors. Each copy of this book is virtually identical, and each person who reads it will experience it in nearly identical fashion, but each person who views your web page has control over his or her own computer—its graphic card, monitor, operating system, and web browser. Designing for this extremely unlevel playing field is a challenge for the conscientious web designer. In addition to using commonly supported graphic file formats, another strategy designers employ to ensure a consistent experience for their visitors—regardless of what hardware and software configuration they may have—is to use the web-safe color palette.

The term *web-safe* refers to the 216 colors that will be displayed consistently in both Netscape Navigator and Internet Explorer (both Mac and PC) when that computer is running in 256-color mode. Any color that falls outside the 256 range would be pushed to its closest web-safe neighbor on any machine not capable of displaying more than 256 colors. The reason designers try to conform to the web-safe palette, even though many newer computers are capable of displaying millions of colors, is to make sure their sites look the same across the greatest number of computers.

> **TIP**   *An advantage to using FrontPage is its preexisting collection of themes, which contain graphic elements and web-safe color schemes. For the first-time webmaster, these are a useful starting point.*

Gathering Your Graphic Images

So you know what graphic file formats to use, and which format is best for each type of graphic (photos vs. line art). Does your site really need graphics? Without hesitation, yes. The saying "a picture's worth a thousand words" hasn't hung around for centuries because it's not true! Your website needs graphics—whether it's your company logo or a photo of your product, you can say a lot about yourself, your organization, your cause, or your product if you use pictures. The pictures can be photographs, drawings, clip art, or simple line art images—anything that does the job.

But where are all these images coming from? You have three basic options: create them yourself, scan printed artwork, or gain access to preexisting digital graphics from either free or commercial sources. If you're an aficionado of Photoshop, Fireworks, or some other graphics application, creating web graphics shouldn't be much of a problem for you, and these tools are perfectly suited to the task. On the other hand, you may have no prior experience with these tools and thus be resigned to the other two options.

Scanning Photographs and Line Art

Provided you have a scanner, FrontPage makes this option extremely easy using the Insert | Picture | From Scanner or Camera command. This launches your scanning software, from which you'll make choices about how you want the image scanned.

Remember it's rare that the image you scan is perfect "as is" for the web. Because of this, think of scanning as simply the process by which you bring the image into your computer. From here, you'll refine the image to your specific needs. A general rule of thumb for scanning images for the web is to bring in more than you're going to use. By this I mean scan at a high dpi (dots per inch) setting to gain the biggest, clearest manageable image you can get to work with. From here you'll use your image-editing software to pare it down to something usable on the web. A computer monitor is only 72 dpi, and chances are the printed image or photograph you're scanning is much higher than that to begin with. If you scan at 72 dpi, you'll be losing valuable image data. Scan at 300 to 600 dpi, then work your image down using your image editor—*after* doing any restoration or retouching, which will benefit from the higher dpi. A discussion of this process is a book unto itself, and it's easy to locate a book devoted specifically to using the image editor of your choice for creating web graphics.

TIP   *If you want to find out more about the "gold standard" for image editing and photo retouching, consider* Photoshop 7: The Complete Reference*, published by McGraw-Hill/Osborne (2002) and written by the author of the book you're reading now.*

Utilizing Commercial Resources for Graphics

Commercial graphics vendors have been the friends of the graphic designer for ages. Volumes of images sorted into thousands of categories are available on CD-ROM and for download from many different vendors. Corbis and Photodisc are two of the better-known commercial retailers of images.

The advantage of using these resources is simple: The images are of extremely high quality. The downside, of course, is that they cost money and you may still need to further edit an image once you've paid for it to make it fit in exactly with your design.

Finding Free Images Online

If you do a web search for "royalty free graphics" or "free web graphics" in your favorite search engine, you are sure to find hundreds of thousands of sites dedicated to the subject. These sites have the commercial sites' pros and cons reversed. The graphics don't cost anything, but they may not be the highest quality. Hey, beggars can't be choosers. If you poke around, you're sure to find something that suits your needs. It just requires a little more work on your end.

Once you get to the site and view the images it has to offer, the site will usually offer a Download button next to each image or provide instructions for copying the file to your local drive (typically, this involves right-clicking the image and choosing Save Picture As from the resulting shortcut menu, which opens the Save Picture dialog box). The other downside of mining the web for images is that everyone else in need of graphic images is mining the same supply, and people start to recognize images that get used a lot.

Collecting Text Content

All the graphics in the world won't mean a thing if your site has nothing to say, and to say something you'll need text. If you're creating a personal or family site, the text you use is most

likely going to be something you come up with yourself. If you're building an advertising or ecommerce site, you may have the advantage of using preexisting marketing materials from which to gather your text. It's nice if such sources are still in their electronic form, such as some type of word processing or print layout file. Then you can simply cut and paste into FrontPage and format as needed. Otherwise, it's time to start typing. You can also scan text materials using a method called *OCR* (which stands for *optical character recognition)*. OCR "reads" the words in the image and generates a text file that you are then free to use any way you like. Depending on the quality of the original document you're scanning—photocopies, documents containing ornate fonts, and folded or stained paper—you may not get the most accurate scan. It's always advisable to go back over the scanned text with the original in hand to fix what the software failed to interpret accurately. If all this extra proofing sounds too arduous for you, consider having to retype a two-page article yourself. Some proofing and editing of the scanned text is a small price to pay.

Of course, you won't be inserting the scanned and saved text files (or the other electronic files that you accumulate for your website) into your web pages. You'll be opening them in their native applications (Word or Notepad, for example) and copying the text to the Clipboard (CTRL-C or Edit | Copy). Next, you'll position your cursor on the web page at the spot where the text should appear and then paste it (CTRL-V or Edit | Paste). The text will appear in your web page in a normal paragraph style. You can then do any necessary reformatting using the techniques discussed in Chapter 26.

NOTE *It pays to watch the competition, even if you aren't competing. If your site isn't geared toward some business venture, it can still be useful to take a look at what other folks have done in sites similar to the one you want to build. You may be creating a site about a particular topic, in which case using the web as a research tool to find information is perfect. If the site you intend to build is marketing a product or service, you certainly want to see what other sites are out there. Perform your search using multiple search engines to get a solid overview of what your potential audience will find. Remember, search engines are simply individual databases of links, so the top 50 returns at Google will differ from those at Yahoo! or AltaVista.*

Building Your Website Blueprint

You've decided what kind of website you want to build, you've gathered your graphics and textual content, and you've researched your competition. Now give a little thought to your site's layout and structure, creating, in essence, a blueprint for your site. It makes no difference whether you sit down with pencil and paper or a graphics program to do this. You want to have a simple site map or flow chart depicting the individual pages of your site and their navigational relationship to one another, as well as a visual mockup of what the pages should look like.

Creating a Site Map

A *site map* is a flow chart that shows how your pages are connected—which page leads to which page. The site map's primary function at this stage is to help you organize your navigational structure so you know how your visitors will go from one page to the next. In large ecommerce sites, these things can become fairly complex, particularly in a site where an action taken by the visitor on one page determines the page he or she will see next. For example, a page may ask if the visitor is a new customer or a returning one who has already provided information necessary to making a purchase. Again, this is something you can determine on paper or on your PC. This map will represent the physical hyperlinks between the documents of your sites.

Site maps can be drawings or sketches of the navigation process, as shown in Figure 25-2. You can draw simple boxes that represent your site's pages and start jotting down the headings
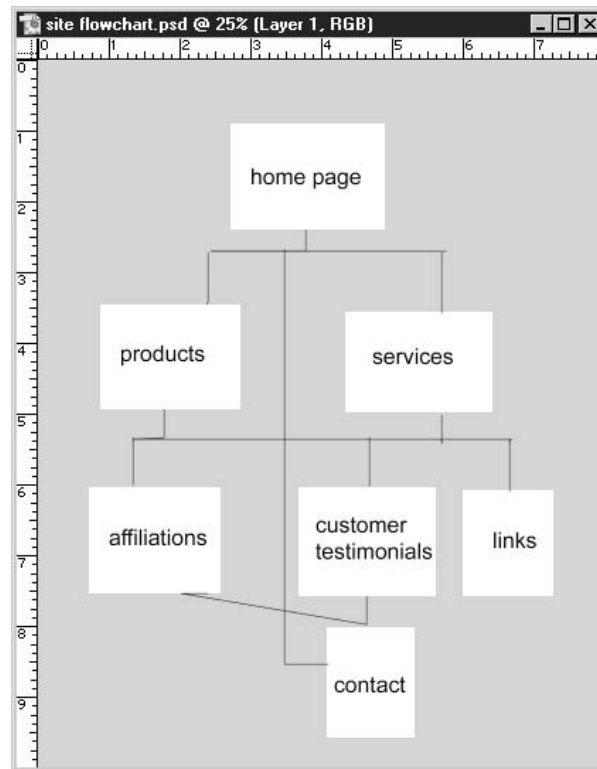
FIGURE 25-2   An electronically produced site map is easier to update as you add, move, or delete pages.

and making quick representations of the graphics you intend to use inside them. Simplicity is the key word here. Next, draw lines connecting the pages, showing which ones will be connected by hyperlinks. By drawing lines that point away from your collection of pages, you can indicate links to the outside world. Jot down the URLs of the sites that these external links will point to.

It's a simple process, no more complex and no less essential than creating an outline before writing a report or a story. To create these sketches, you can stick with the paper and pencil, or you can create computerized images using any of a variety of simple programs. PowerPoint's organization chart tools lend themselves nicely to this task, and you can read all about using PowerPoint to create your sketches in Chapter 16.

TIP   *When you're planning out your site, imagine you're the visitor. Think about what information you'll be providing through your pages, what decisions you'll be asking your visitors to make, what tools you'll use to compel them to read, buy, act—whatever you want them to do. It's important to maintain the visitor's perspective in all your design decisions, and the site map process is a great place to start.*

Storyboarding Your Individual Page Content

With your overall site blueprint in place, it's time to start planning how the individual pages will look. Again, you can sketch these out on paper or create them electronically. This is essentially mocking up a rough draft of each page so you have something to work from while you're actually in FrontPage building the site. The process of creating this rough draft is called *storyboarding*.

Although you may be alone in the web design process, the value of the storyboarding process is not diminished. If anything, the objective "voice" of your visions onscreen or on paper is even more important when there's no one else there to say, "No, I don't like that, but how about this?" Your site map and page mockups become your sounding board, and it's a step in the design process that I don't recommend skipping.

If drawing isn't your cup of tea, you may want to use the computer to create your storyboards. You can use something as simple and accessible as Paint, one of the Windows accessories (Start | Programs | Accessories | Paint), or a more powerful illustration program such as Photoshop or Fireworks, as shown in Figure 25-3. Literally, any graphic illustration application will do. You can also use PowerPoint or Word, utilizing the freeform and shape drawing tools available in the AutoShapes menu on the Drawing toolbar. If you have the budget for extra software, you can also look into programs that are designed expressly for creating flowcharts—programs such as Microsoft's Visio, which has a website diagram included among its templates. Again, though, if you start with a program you've never used before, you'll have to think about the program's tools, and that may slow down your drawing/charting process unless you're very proficient with the software.

It's helpful to insert indications of where text links and other navigational tools will be placed.

Shapes are used to represent the places where graphics will be used.
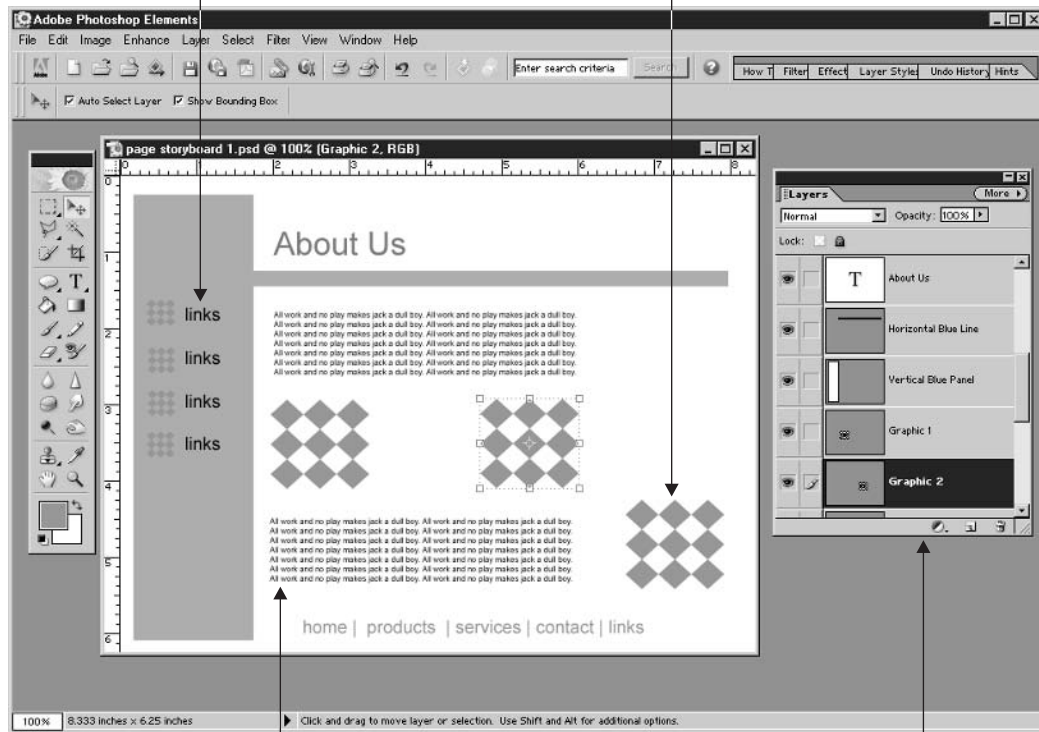
Filler text represents where real text will be pasted or typed.

Each component of the "page" is stored on a separate layer, allowing each one to be moved, resized, hidden, or displayed separately.

FIGURE 25-3   Use a product you know well enough to use the basic tools with ease. This allows you to concentrate on your design, and not on the software you're using to plan it.

If you want quick and easy, stick with paper and pencil. You can use graph paper if you want to keep your lines straight and to have 90-degree angles on your boxes' corners (though that's not important to the process). Paper's a nice choice because you can store it anywhere— in your briefcase or handbag—and take it with you with a minimum of fuss. Also, other than encountering a strong wind or fire, there's not much chance of the paper malfunctioning.

Chapter 26 Building a Website

How to…

- Set up a new site using FrontPage templates
- Build a website from scratch
- Add pages to the site
- Designate a home page
- Link pages within your site
- Add text and graphics to your pages
- Structure page content with tables
- Set up navigation bars and buttons

FrontPage is what is known as a WYSIWYG (What You See Is What You Get, or *wizzy-wig*) editor. Instead of having to be proficient with HTML (Hypertext Markup Language), you simply use the same type of menus and commands you're already familiar with from Office's other applications. With FrontPage, you can see your site project through from inception to conclusion—laying out your site's basic structure, developing the site's individual pages, and then uploading the completed site to your web server.

Getting Started with FrontPage

FrontPage provides you with multiple views to see the individual files in your site, as well as the relationships between them. You will create and edit your website documents in Page view, examine the contents of your website in Folders view, and design your site navigational structure in Navigation view.

FrontPage's site development and management tools provide everything you need to create, manage, and maintain any website you design. The advantage to you, being a user of Microsoft Office, is that FrontPage will be easier to learn because you really already know how to use it—it works just like the rest of the Office suite.

Starting a New Website

The first thing you'll want to do is view the task pane, which allows you to open pages within a website, add new pages, and create new websites, either from scratch or using any of FrontPage's templates. To open the task pane, either select File | New | Page or Web Site or select View | Task Pane from the menu bar; the task pane, shown next, will then appear on the right side of the application window.
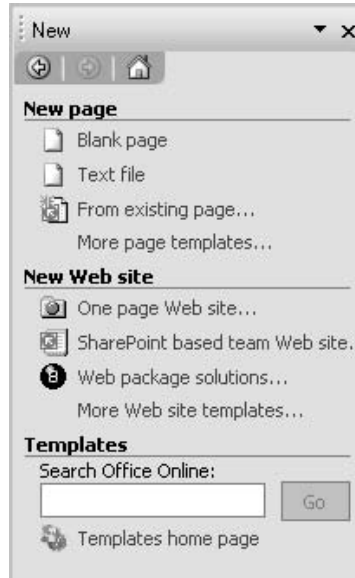
On the task pane, click More Web Site Templates. This opens the Web Site Templates dialog box (see Figure 26-1), from which you select what type of site you plan to make. Click any of the templates, and a description appears on the lower-right side of the dialog box. If you want a simple blank website to build up from scratch, select the Empty Web Site template.

Next, you'll want to specify where on your hard drive you want this site created. By default, FrontPage will place it in the C:\My Documents\My Webs directory created on your C drive and will give it a name such as *myweb1.* For convenience sake, keep the new site in the My Webs directory but simply change the last directory name in the file path to something appropriate for your site—for example, C:\My Documents\My Webs*your_website_name,* where *your_website_name* is the domain name of the site.

Once you've done this, click OK. Depending on the site template you've selected, either a blank page will then open, awaiting your creative touch, or a full, multipage site with predefined FrontPage themes will appear, in some cases launching wizards to help you make choices about structure and content.

TIP   *FrontPage offers website templates, many of which require that FrontPage Extensions be installed on the computer being used to develop the site. If you do a complete install of FrontPage, the extensions should be there for you already. If you didn't do a complete install, you can go back and install them later. These extensions allow the FrontPage-specific code to be properly interpreted as you develop and test your pages. As you'll also find in Chapter 27, the web server storing your FrontPage websites must have FrontPage extensions on it as well.*
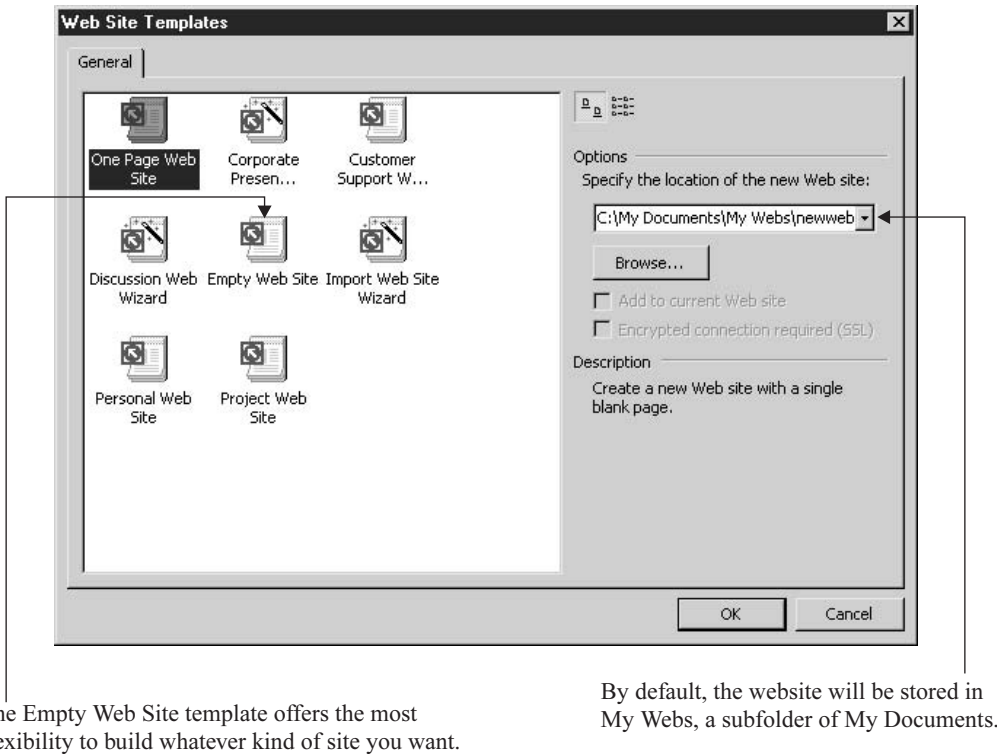
The Empty Web Site template offers the most flexibility to build whatever kind of site you want.

By default, the website will be stored in My Webs, a subfolder of My Documents.

FIGURE 26-1 The Web Site Templates dialog box offers several options for starting a new website.

Adding Pages to Your Site

Adding pages to a site is pretty straightforward stuff with FrontPage. The easiest way of doing this, whether you're adding pages to a new empty site, an existing site, or one of the template-based sites, is to switch to Navigation view by clicking its icon in the View pane (shown in Figure 26-2).

As you can see in Figure 26-2, the home page is the first added. Each subsequent page you add (by clicking the New Page button) will have the default title of Top Page, and then if you click one of the Top Page icons and click the New Page button, you'll get a new page. Don't worry
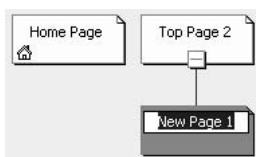
about these generic page names—you can easily re-title each document by pressing TAB or by clicking once on the page icon and then once again to highlight the page title. From here you can simply enter the title you prefer. By clicking TAB once you're finished, the next document title in the sequence is selected and you can move through the entire site structure, re-titling your pages one by one.
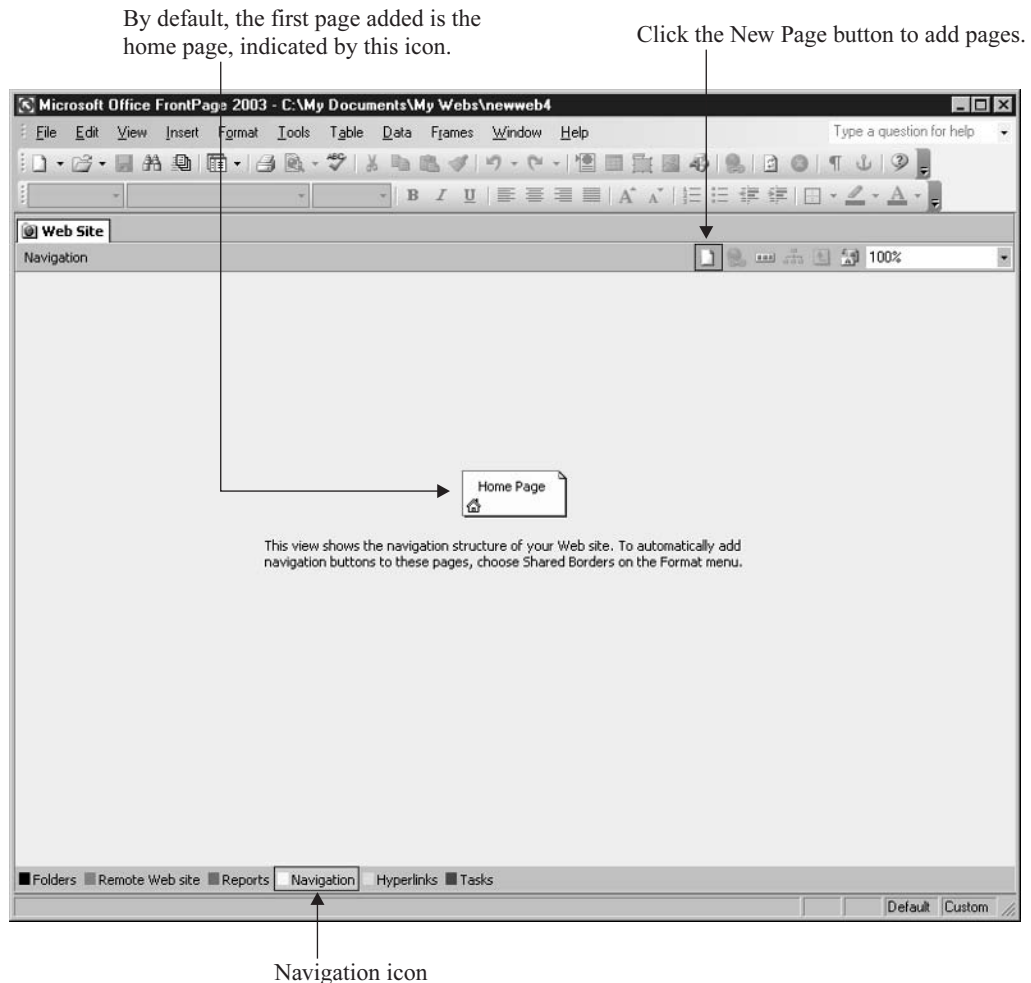
By default, the first page added is the
home page, indicated by this icon.

Click the New Page button to add pages.

Navigation icon

FIGURE 26-2   Click the Navigation icon to switch to Navigation view.

Rearranging the Site Structure

One of the nice things about using FrontPage is being able to quickly and easily restructure your
website without losing the link relationships between pages. Just like adding pages, restructuring
is done in Navigation view. This functionality gives you a lot of freedom when first setting up
your site. Don't think that page should be attached there? No problem, just click the page you
want to relocate. It will change from yellow to blue. As you begin dragging the page, FrontPage
will display an outline of the page icon. When you drag the outline into new potential locations,

Did you know?

The Difference Between Page Titles and File Names

It's important to realize that a page's title is not the same thing as its file name. The title of a document appears in the title bar of the web browser when the page is displayed, and it's the value found between the <title> and </title> tags in the head section of the HTML file's source code. To see the difference between the two, re-title your pages and then click Folders view. You'll see your documents displayed similarly to Windows Explorer when set to view details. The name of the document is shown first, including the file extension (*.htm), followed by the title, file size, type, and date modified. If you want to rename a file, right-click it in Folders view and select Rename from the context menu. Just be sure you don't change the file extension.

a gray line will appear connecting it to another page in the site structure. Once you have the page in position, release the mouse. The page icon will then jump to the new location.

Say you have a whole group of subpages you feel should really be someplace else. Click the top page of that "tree," as shown here, and then drag it as you would an individual page. When you have it in position and release the mouse, both it and all its subpages will be moved.
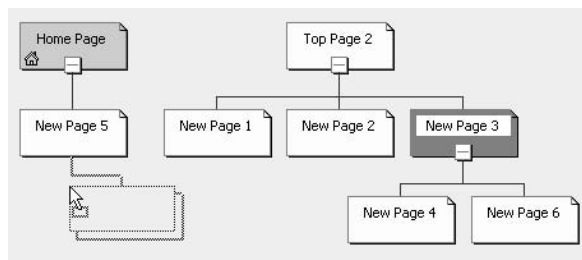
Applying a Theme to Your Website

Once you've created your pages—at least those you know you need right now, as more can be added later—it's time to apply a theme. You can leave your website without a theme and build graphic content such as a background image, fonts, colors, and so forth from scratch, but it's faster and easier to choose one of FrontPage's themes. To choose and apply a theme to your entire site, follow these steps:

1. Select all the pages in your site by switching to Navigation view in the Folders pane and clicking the Home Page icon. Press and hold SHIFT as you click the last page listed—this will select the home page and all pages between and including the last page.

2. Choose Format | Theme. The Theme task pane (shown in Figure 26-3) appears, giving you an extensive selection of themes.

3. Scroll through the themes and find one you like. You can always change your mind later.

4. Click once on the theme you'd like to use, and when the drop list arrow appears on the theme's thumbnail, click it and choose Apply to Selected Pages.

At this point, the selected theme is applied to all the pages you selected in step 1, and if you go to Page view of the pages individually, you'll see the background graphic and/or colors of the selected theme in place.

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Leave these options on in order to include the main elements of the selected theme in your pages.
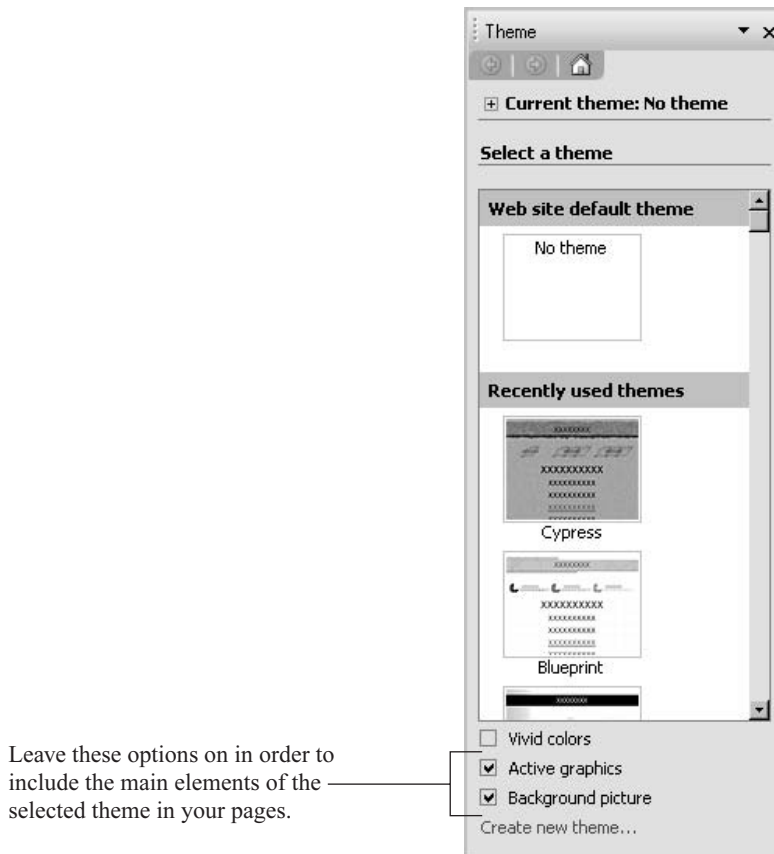
FIGURE 26-3   Select a theme from this vertical list of thumbnail images.

Adding Page Banners

Each page in your site needs some sort of identification. You can achieve this through graphic images you create in an application such as Photoshop, or you can take the quick-and-easy way out and let FrontPage insert a page banner for you. Your banner can be a graphic or simple text. To insert a graphic banner (with the name of your page incorporated into it), follow these steps:

1. Double-click a page from within the Navigation view so that the page is displayed onscreen.

2. Click at the top of the page and choose Insert | Page Banner. The Page Banner Properties dialog box opens.

3. Type the text you want to appear in the banner (leave the Picture option selected).

4. Click OK. The page banner appears, its nature dictated by the theme you've chosen.
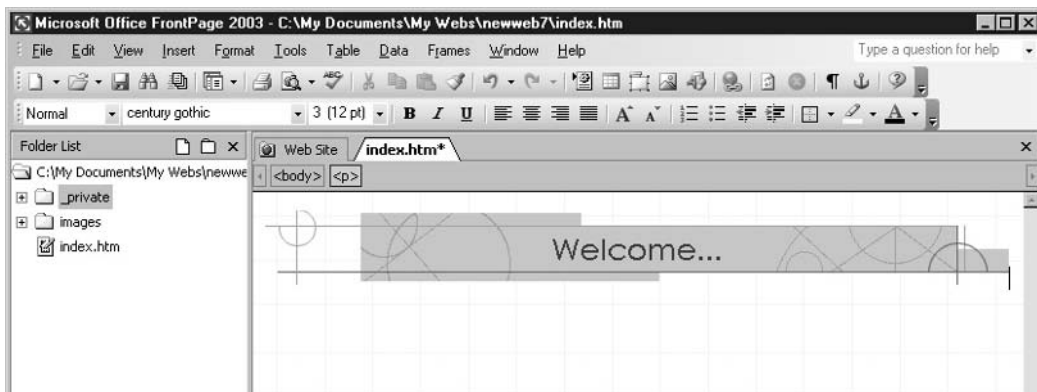
5. Repeat steps 1 through 4 for all the remaining pages in your site—at least those that should have some sort of identifying image on them to let visitors know which page they've come to.

Inserting Navigation Bars

Now that you have your pages set up and some identifying element on each of them, you're ready to create the buttons that will help visitors move around within your site—from the Home page to a subpage, between subpages, back to Home, and so on. You'll also be able to add links to external web pages—pages on other websites of your, or someone else's, creation, but that comes later. For now, we're going to create consistently located, and consistently designed navigation bars and place them on each page within your site.

Adding Navigation Buttons to the Home Page

The navigation bar for your home page will be different from the ones you place on your subpages. Why? Because the home page has no hierarchical equal—it's at the top of the website food chain. For this reason, you'll employ a slightly different set of instructions for inserting the home page navigation bar, as follows:

1. Double-click the Home Page icon in Navigation view to open that page onscreen.

2. Click below the page banner.

3. Choose Insert | Navigation. The Insert Web Component dialog box opens (see Figure 26-4), and the Link Bars component is automatically selected on the left side of the dialog box.
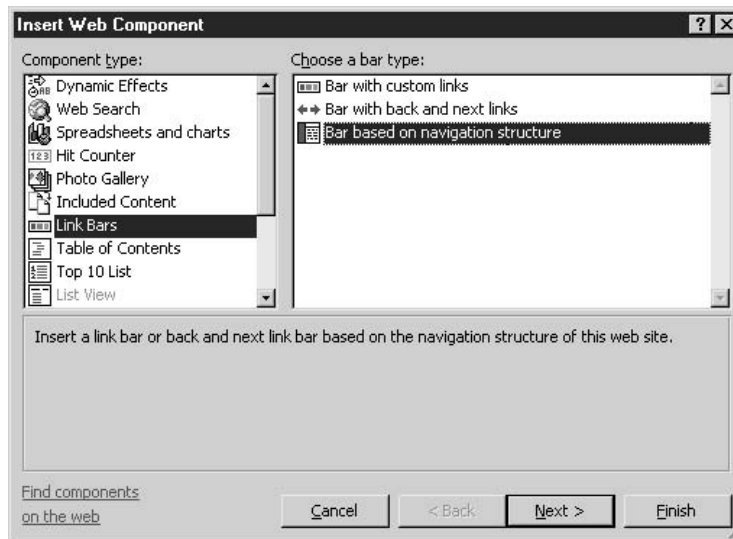
FIGURE 26-4 View the list of potential web components that can be added to your active page.

4. On the right side of the dialog box, choose Bar Based on Navigation Structure (from the Choose a Bar Type list). This means that the bar you create will be based on your existing website's page hierarchy.

5. Click Next to move to the next step in the process.

6. Click Next again to accept the fact that whatever bar is created will be based on the existing theme. What you see in the Choose a Bar Style preview box will not necessarily match your theme, so don't worry.

7. Choose the orientation of your bar—vertical or horizontal. Your choice will be dictated by aesthetics and your planned layout for the page (based on your storyboards, as created in Chapter 25).

8. Click Finish. This takes you to the Link Bar Properties dialog box (see Figure 26-5), where you indicate the navigational structure of your bar. For the home page, choose Child Pages Under Home.
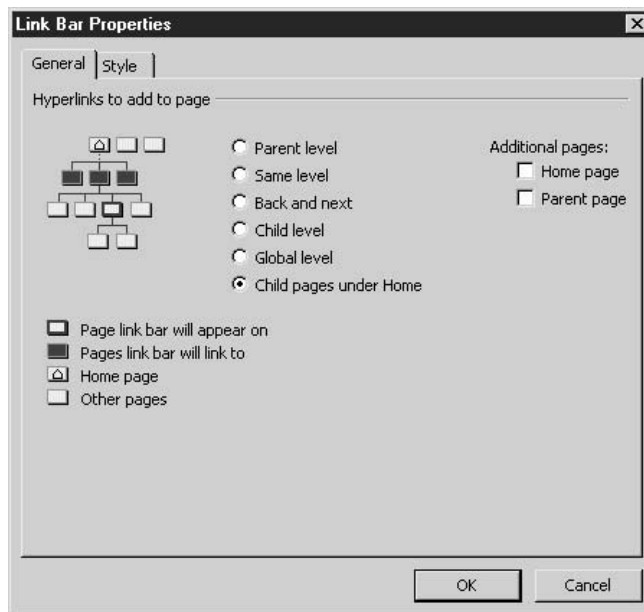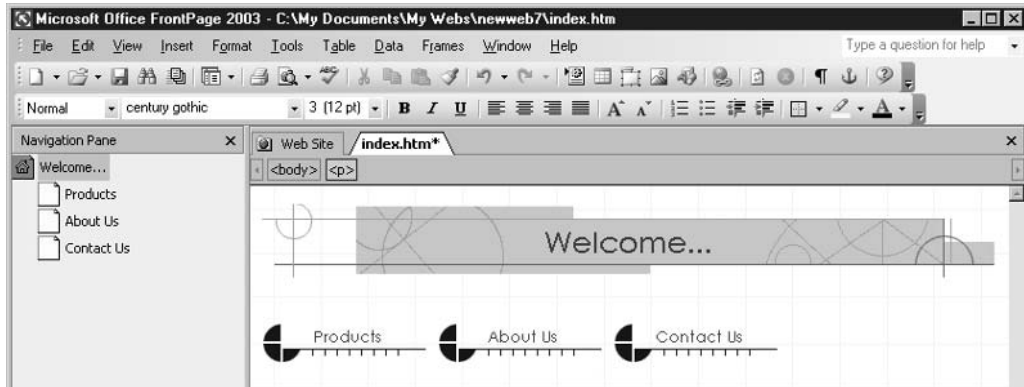

FIGURE 26-5   The home page is the "parent" to all the subpages you've created, and it's a grandparent to those subpages' subpages, if any.

9. Click OK. The navigation bar appears, with buttons for each of your subpages, as shown here.

Adding Navigation Buttons to Subpages

The process of creating navigation buttons for your subpages is virtually identical to that which you employ for a home page—except for the choice you make in the Link Bar Properties dialog box. To create a navigation bar in your first subpage, double-click it in Navigation view so that the page is displayed onscreen and then click below the page banner (if you have one on the page). From there, follow the steps you used for inserting a navigation bar on the home page, but when you click Finish and see the Link Bar Properties dialog box, make the following choices:

■   Same Level

■   Home Page (from the list of two options under Additional Pages)

These options will build buttons for each of the subpages that are on the same hierarchical level as the active page, as well as a button to return to the home page. If you have subpages of subpages, you can repeat the process and add buttons for those pages by choosing Child Level while on the page that is the parent to those sub-subpages.

Building Web Page Content

What we've covered up to now is the stuff involved in getting the backbone of your site in place so you have something on which to hang your content. We've discussed the basics involved in setting up a site, applying a theme, and taking advantage of FrontPage's navigational features to make structuring your pages easier. But what about formatting and inserting the content that's specific to the home page and subpages? You've already got the consistent stuff done—the banners, the buttons, the consistent look and feel applied by the theme you chose. Now it's time to fill each of your pages with the graphics and text that pertain to the topic of your individual pages.

Inserting Text Content

You use FrontPage to speed the development of your sites, letting the application deal with the actual coding of HTML, scripting, and style sheets so you can focus on larger issues such as design and content. Therefore, if you're entering and formatting text, the best way to do that is with tools similar to the ones you're already used to in your word processor. Because it's a forgone conclusion you'd be using Word for that task, the FrontPage text-formatting tools are nearly identical.

The simplest way to get going is to click inside an open document and just begin typing. When you reach the right margin, your text will automatically wrap. You can select text just as you would in your word processor, using the cursor or holding down SHIFT while using the arrow keys. You can copy and paste text in all the ways you're familiar with as well, either inside the document or from one document to another, whether they're inside FrontPage or not. If you can copy it to the operating system's Clipboard, you can paste it into your web page.

As for formatting, you'll notice that the FrontPage Formatting toolbar is virtually identical to those in the rest of the Office suite. There are a few differences to conform to the limitations of HTML, such as a point size equivalent paired with an HTML-based font size number on the Size button. Other than that, however, the tools work the same way—simply select the text you want to format and then click the button that applies the format you want. The HTML code is generated in the background, as shown in Figure 26-6.

Making Text Links to External Web Pages and Sites

The buttons in your navigation bar are not the only links you'll have in your website. Some pages will need to connect to websites other than your own, and you'll want to make text links to do the job. To turn text into a hyperlink, just select the text you want to turn into a link and either select Insert | Hyperlink from the menu bar or press CTRL-K to view the Insert Hyperlink dialog box.
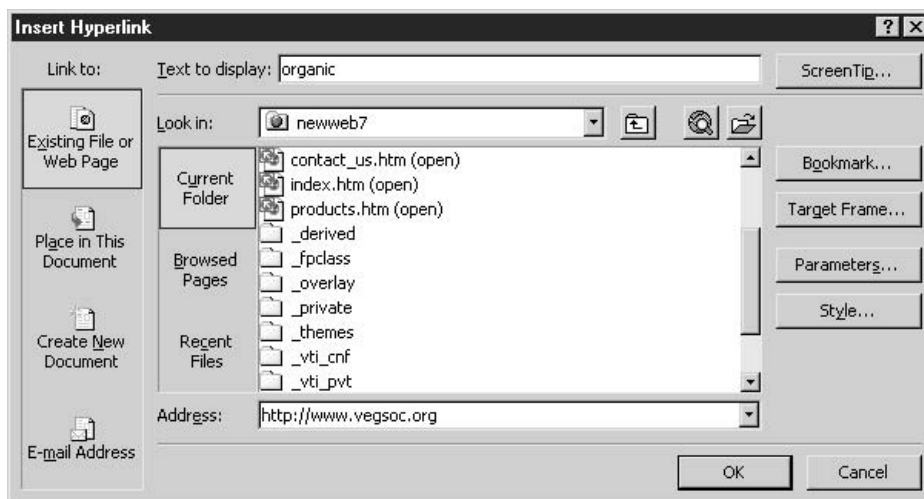
The <p> tag indicates a blank
line has been inserted.

Each HTML tag and its attributes tell a
web browser what to display.

Click to see the underlying HTML code.
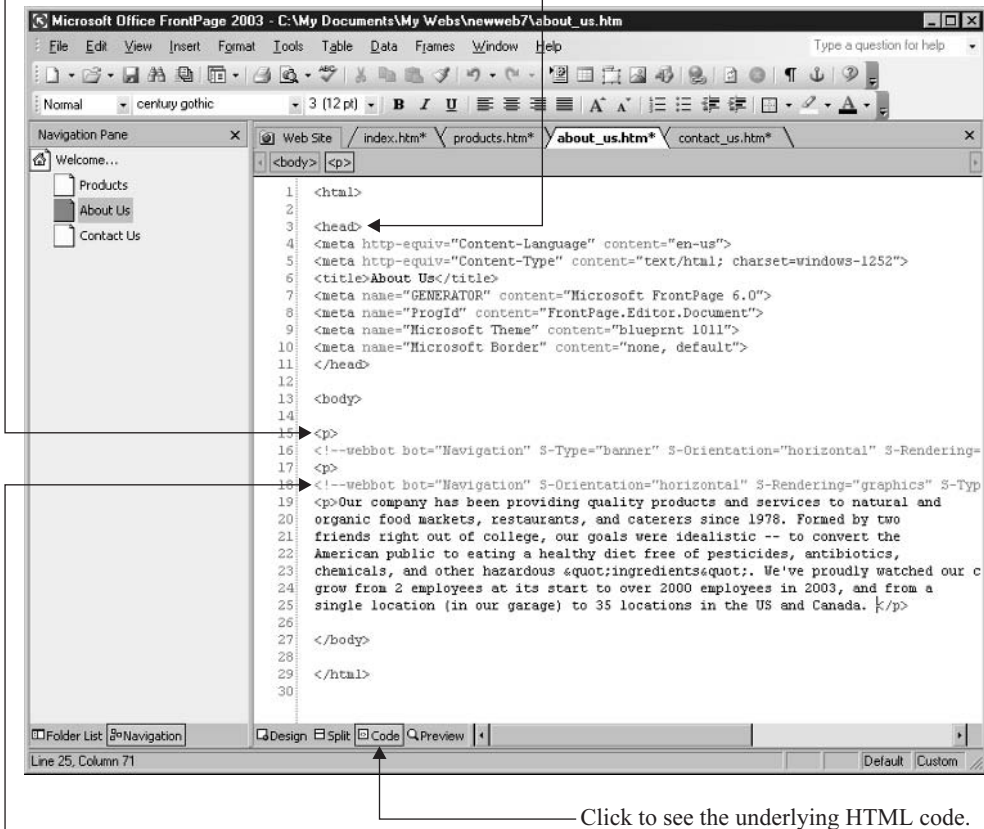
The <!—webbot...> tags are FrontPage-specific code for
your theme-based banner and navigation bar.

FIGURE 26-6   Every word you type and each format you apply contributes to the HTML code
that makes your document a web page.

Your options within the dialog box include:

■ Entering the full URL (web address) for the website you want to link to, such as
http://www.domain.com

■ Creating a text link to a page within your own site

■ Creating an email link—one that, when clicked, will open a blank message window,
with the message already addressed to a particular person

Adding Images to Your Web Pages

Placing images in your web pages is another relatively simple procedure. Open the document you want to add an image to in Page view, then choose Insert | Picture. Select Clip Art if the image you want to insert is a piece of Microsoft clip art, or From File if your image is a GIF or JPEG that you've already created, scanned, or downloaded from the web and saved to your local hard drive. If you select From File, the Picture dialog box opens, shown in Figure 26-7. From here you can browse your hard drive to find the GIF or JPEG you want to insert.

Selecting Clip Art launches the Insert Clip Art task pane. Here you can use the search interface to locate clip art, or you can use the links at the bottom of the pane to locate clips online at Microsoft Office Online.

Once inserted, images can be centered, left-aligned, or right-aligned using the alignment tools on the Formatting toolbar. You can gain greater control over their placement by positioning them within table cells, which enables you to place images next to blocks of text or to create an array of pictures in a grid, such as shown in Figure 26-8. You'll learn about tables—creating, formatting, and otherwise manipulating them—later in this chapter.

Editing Images

A feature that separates FrontPage from other web design tools is that it allows you to edit images right within the interface, without having to go to an outside image-editing application. Granted, it doesn't have the power of tools such as Fireworks or Photoshop, but it can handle
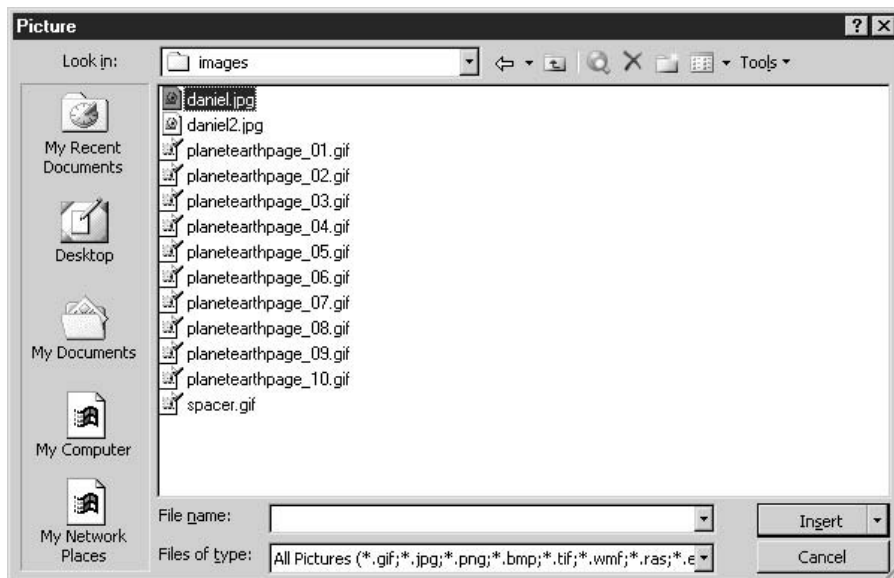

FIGURE 26-7   Use the Picture dialog box to locate the image you want to insert.
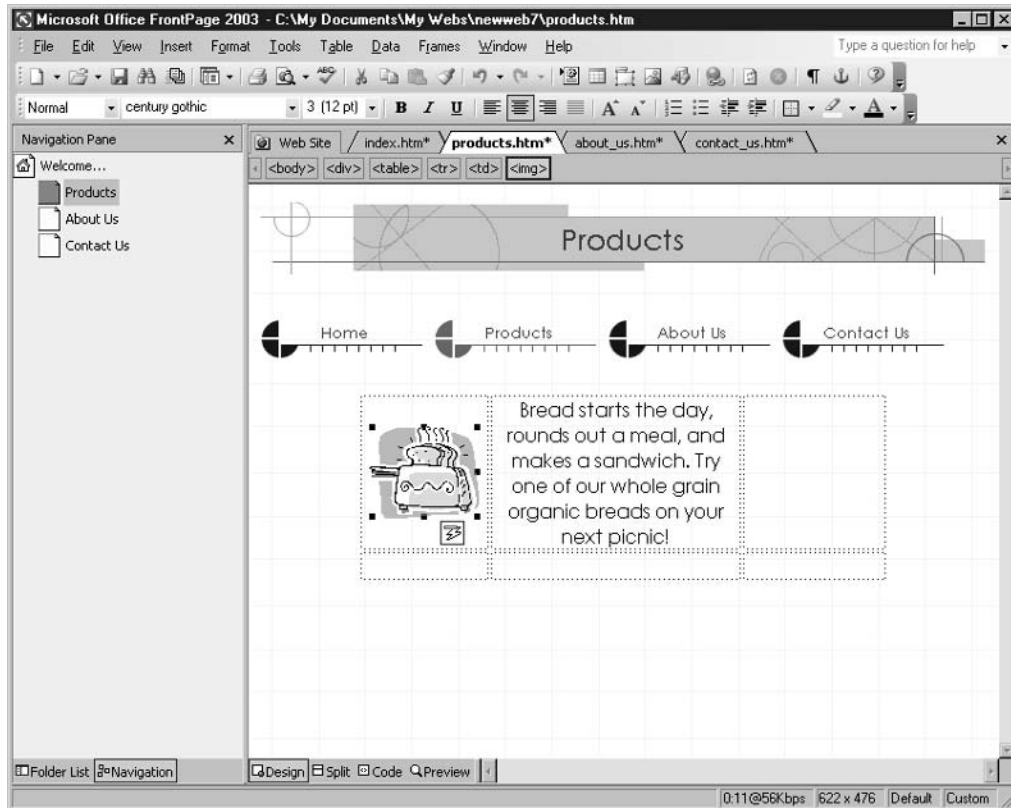
FIGURE 26-8   Images can appear "loose" on the page and be aligned like text, or through the use of a table they can be positioned among text and/or other graphics.

simple resizing and the addition of text to an image. The first step in making these types of changes is to have the Pictures toolbar visible by right-clicking any visible toolbar and selecting Pictures from the shortcut menu. The toolbar appears in Figure 26-9.

Click to add text to an image.   Crop with this tool.   Draw shapes to add to your image with these tools.

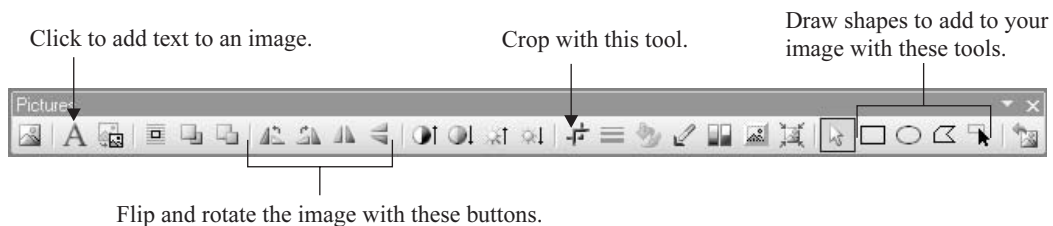Flip and rotate the image with these buttons.

FIGURE 26-9   Some familiar button faces appear on the Pictures toolbar, providing an extensive set of tools for simple manipulation of your image within FrontPage.

Cropping and Resizing

Imagine you've got an image whose dimensions are just a tad too big for what you have in mind. Instead of having to use another application to make your edits, you can crop or resize the image within FrontPage. To crop your image, simply select it and click the Crop button on the Picture toolbar (it's the one that looks like two interlaced right angles). This will place a border with resize handles within the dimensions of the image. From here, drag the handles until the outline surrounds only the portion of the image you want to keep and then press ENTER.

Resizing is basically the same procedure without using the Crop button. Just select the image and then drag the corner selection handles inward or outward until the image is the size you want. By using the corner handles, you can control both the horizontal and vertical size of the image, keeping the current width-height proportions if desired.

Working with Images and Text

It's also possible to add text to certain types of images. Select the image to which you want to add text and click the Text button on the Pictures toolbar, which looks like a capital *A*. Depending on the type of image, FrontPage may alert you that it must be converted to a GIF in order to carry out the command. Click OK to proceed, and FrontPage will place a text box on top of the image you selected. From here you can enter and format your text as you see fit (use the Formatting toolbar's tools to adjust the appearance of the text) and use text-box resize handles to modify its size.

TIP | *If the image in question is a photograph or very detailed image with lots of colors, shading, and intricacies, you may want to edit it in another application where it can have text added to it but remain a JPEG image. The conversion to GIF will seriously reduce the quality of photos and other images with a lot of color and detail. If you don't want to change your image to a GIF just so you can add text to it, Photoshop, Photoshop Elements (with a more pleasing price tag than Photoshop), or Fireworks can handle the job.*

Structuring Pages with Tables

Just as the table is a powerful tool for structuring documents in Word, it's also a powerful tool for structuring web pages in FrontPage. Used to control the placement of text and graphics, the HTML table is the single most common web page element used to lay out documents, and FrontPage makes constructing and formatting tables a fairly straightforward process. Your FrontPage tables can be used purely as a structural device, providing an invisible set of blocks to confine and control the placement of text and graphics. They can also become a graphical component of your page through the display of their borders in a variety of colors and thicknesses. You can nest tables within other tables, and you have a full set of table-formatting tools at your disposal for customizing the dimensions and other visual aspects of the table.

Inserting a Table

The easiest method for inserting a table is to simply select Table | Insert | Table from the menu bar, thus opening the Insert Table dialog box (see Figure 26-10). From here, you specify the number of columns and rows in the table, where the table should be aligned, the table's width, its cellpadding and cellspacing, and its border width. Most often, when you're using a table
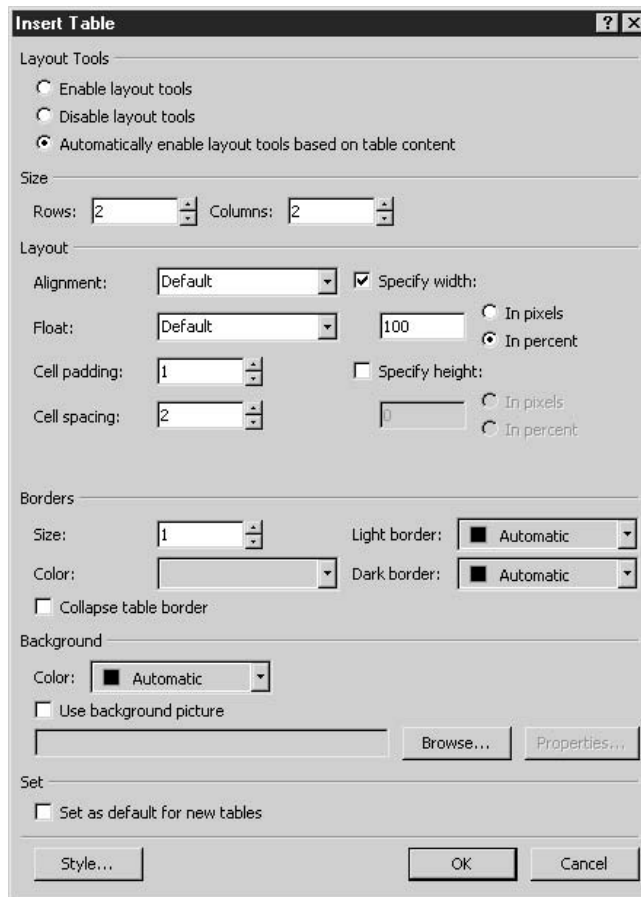
FIGURE 26-10   The Insert Table dialog box is used to define a table's properties.

as a page-layout device, the borders of the table are set to zero, making them invisible to the person visiting the site. Borders are unnecessary because the table is simply acting as a container for individual page elements.

NOTE *In HTML, cellpadding is the amount of whitespace between a table cell's contents and its perimeter. Cellspacing, by contrast, is the amount of whitespace between individual table cells. Both these table attributes are measured in pixels.*

Resizing Tables

Once you have a table inserted in your page, resizing it is just a matter of dragging its borders. Want to increase the width of the table? Position the cursor over a borderline until it becomes a two-headed arrow and drag the border to a new position. Drag interior table borders to increase or decrease the size of inner cells.

Merging and Splitting Cells

Say you need to join two cells together or, for that matter, split a cell in two. Select the two cells you want to merge by clicking within the first cell and dragging across it and the adjacent cell. Then right-click the selected cells and choose Merge Cells from the shortcut menu. To split a cell, you simply right-click within it and choose Split Cells from the shortcut menu.

If you need to increase the number of rows in your table, the easiest method is to place the cursor in the last cell and press TAB. You can add columns by selecting Table | Insert | Rows and Columns from the menu bar and then entering the appropriate information into the Insert Rows or Columns dialog box.
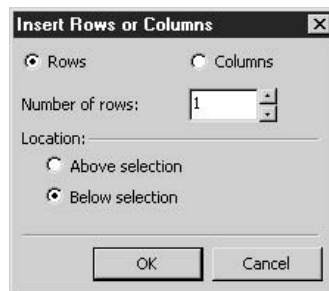
Modifying Table Properties

The shortcut menu is a handy way to access other dialog boxes that help you format your tables and cells. For example, right-click anywhere on a table and select Table Properties from the shortcut menu to view the Table Properties dialog box, shown in Figure 26-11. In the Layout section of the dialog box, you can change the table's alignment, set the cellpadding and cellspacing values, and modify the table's dimensions.
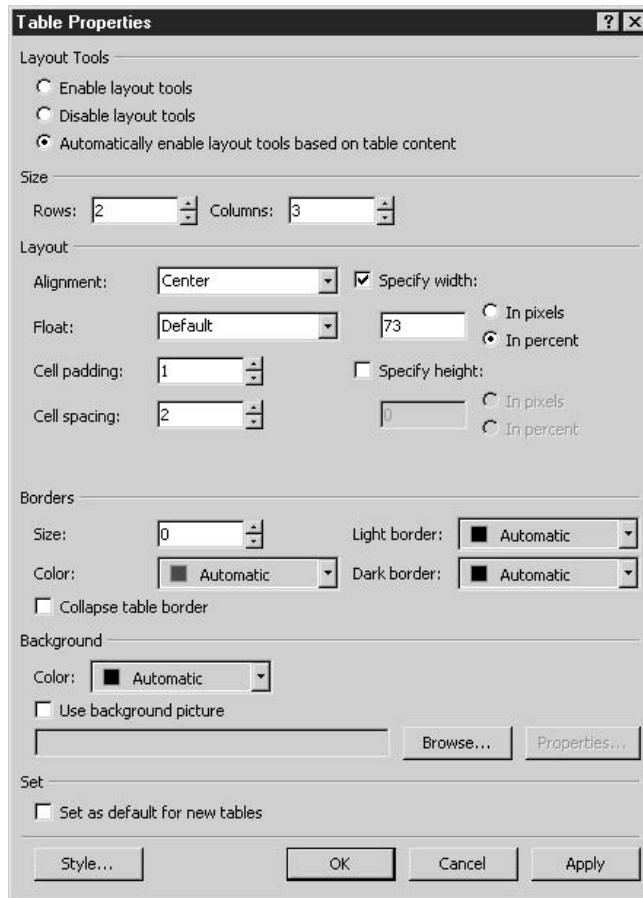
FIGURE 26-11   Use the Table Properties dialog box to modify the various attributes of your table.

You can use the fields in the Border section to change the border thickness, as well as modify the border color. Below this is the Background section, where you can specify a background color for your table. You can also add a background image using the Browse button to locate an image on your hard drive.

Once your table is created, you can begin inserting its content. Of course, not every cell needs to have something in it—sometimes leaving one or two cells empty or just inserting a little bit of text can have a dramatic structural effect, as shown in Figure 26-12. To insert text into a table cell, simply click in the cell and begin typing. The text will wrap to the cell's current
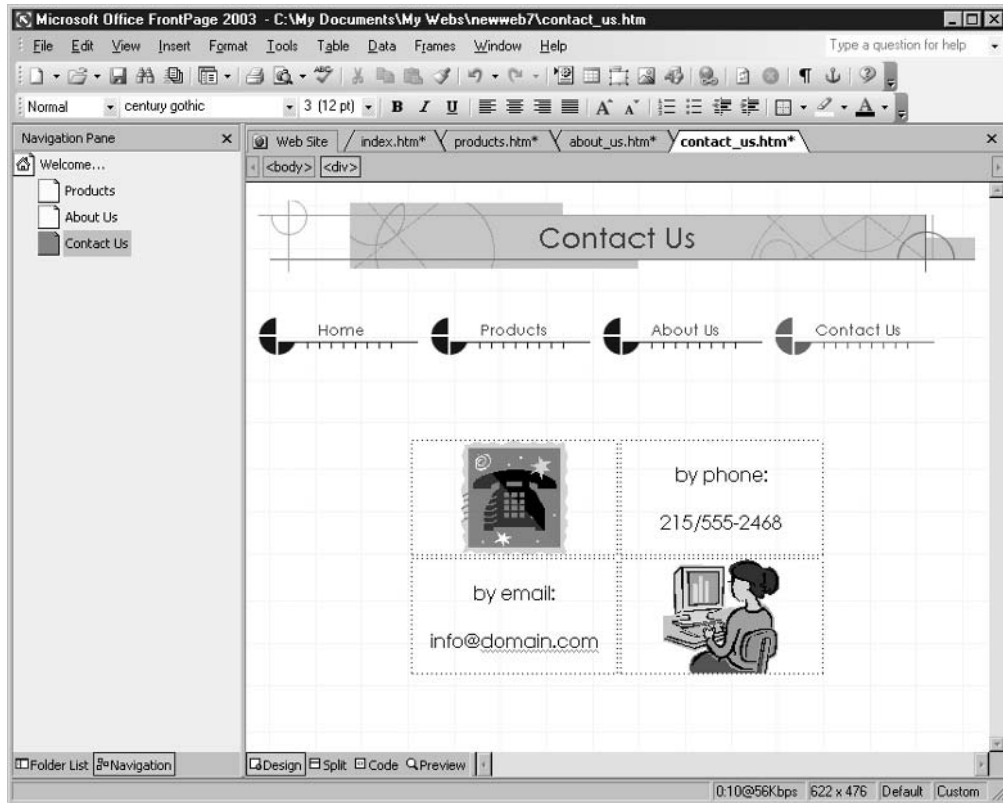
FIGURE 26-12   Create a checkerboard with images in every other cell in a table.

dimensions. If you want more text to fit inside the cell or for the wrap to have a different effect, simply resize the cell.

To add graphics to a cell, click inside the cell and use the Insert | Picture command (and submenu, as described earlier). The image can be aligned within the cell using the alignment buttons on the toolbar. You can place more than one image in a cell, but it's usually best to have one image per cell—it gives you that much more control over the alignment and position of the image relative to the table, the text within the table, and the page overall.

Chapter 27

Posting Pages to the Web

How to…

- ■ Test and troubleshoot a website
- ■ Set up folders on the web server
- ■ Upload your pages to the web
- ■ Keep your site up-to-date

You've worked hard and built a great website, and now you want to put it up on the World Wide Web for everyone to see. Hang on a minute, though. Have you tested your site? Are all the links functioning properly? Do all the images appear where you expect them to? Does the site function adequately in (at least) the most popular web browsers? Is anything taking too long to load? You don't want to put anything up on the web for a public showing until you've got any and all bugs worked out. Oh—and don't forget to do a spell check before you put a site online. You don't want everyone in the world to know you never won a spelling bee, do you?

Previewing Pages Through a Browser

Although it is possible to get a general idea of what your page will look like in a web browser by clicking the Preview tab at the bottom of the Page view window, you really want to open your creation in an actual browser to truly see what you've got. Fortunately, FrontPage makes this another painless operation and provides a toolbar button for precisely this purpose. The Preview in Browser button, shown in Figure 27-1, is located on the Standard toolbar, just to the right of the Print button, and by clicking it you can open your page in the browser you define for FrontPage. If you haven't saved your page at all or since changes have been made, you'll be asked if you want to save—click Yes to save and proceed with the preview.

Selecting a Preview Browser

By default, FrontPage will launch your page in Microsoft Internet Explorer when you click the Preview in Browser button. Viewing your page through different browsers isn't particularly difficult, and it's something you'll need to do to be sure your site looks as good as possible in as many browsers as possible.

To view your page in a browser other than Microsoft Internet Explorer, choose File | Preview in Browser from the menu bar. You can also click the drop list next to the Preview in Browser button. Either technique will display the Preview in Browser list of browsers in which you can preview your page. Here you can select not only which browser to preview your page in, but also the browser's window dimensions, which will mimic how much of your web page will be displayed at different screen resolutions.

The nice thing about FrontPage is that when it's installed, any browsers you currently have on your PC are automatically added to the list of browsers you can use to preview a page. However, if you install another browser after you already have FrontPage on your machine, you'll need to add that browser to the list yourself. This is an easy operation. Simply choose Edit Browser List

The web page, previewed in Internet Explorer
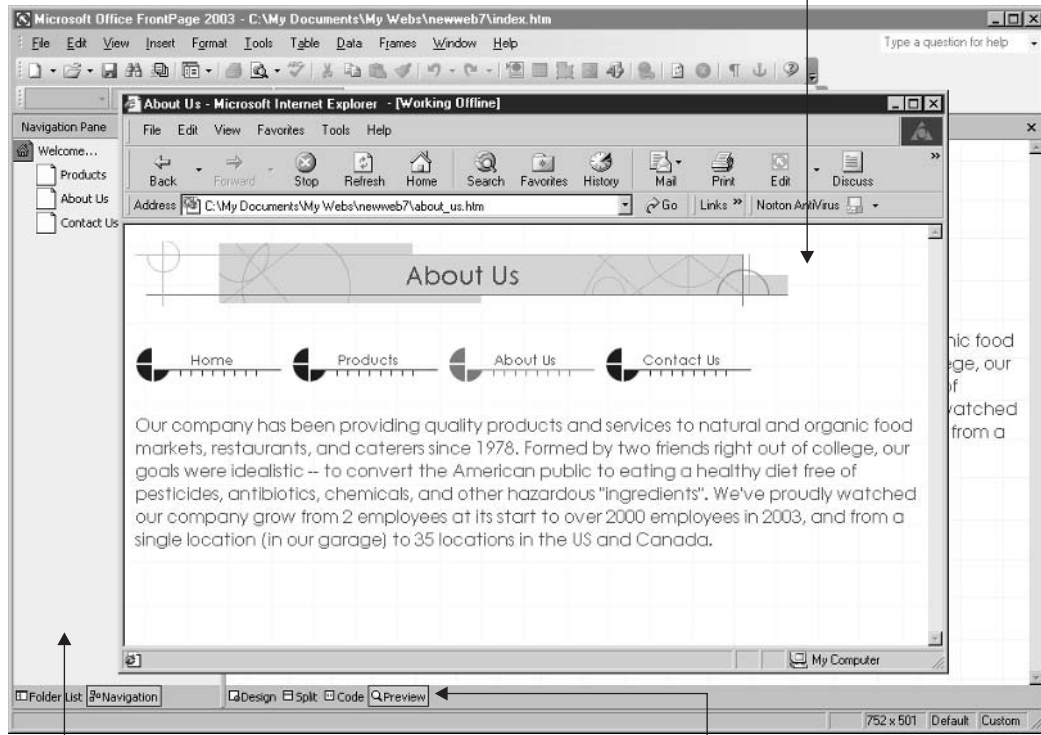
The FrontPage window is behind the browser window.   Preview in Browser

FIGURE 27-1   Just click the Preview in Browser button to view your page in Microsoft Internet Explorer.

in the Browser drop list/submenu, and in the dialog box that results, enter the name of the browser you want to add in the Name field. Then click the Browse button to locate the appropriate browser's executable file (.exe).

Checking Your Site for Errors

FrontPage allows you to check your site using its powerful set of reporting tools so you aren't limited to doing a page-by-page site check in your browser to find any possible errors. After all, you're only human. Why not put your PC to work to do the mundane stuff such as link checking? Call up the Reporting toolbar by selecting View | Reports from the menu bar. This makes accessing

the reporting functions of FrontPage a whole lot easier. When you're ready to run a site report, select Site Summary from the submenu to display the site summary in the main FrontPage window, as shown in Figure 27-2.

Fixing Broken Links

The most common error to occur in a website is a link that leads nowhere. When this happens it means that the page the link points to can't be found on the server. Any of a number of problems can result in a broken hyperlink. The file name of the page could have been changed, the link reference could have been entered incorrectly, or the file may have been moved or deleted.

Not to worry, to err is human, and though FrontPage is certainly not divine, it can solve your link problems. After running the site summary from the Reporting toolbar, if the Broken Hyperlinks category indicates you have a number of broken hyperlinks, simply click that heading to view a list of the broken links. Double-click the listed links to display the Edit Hyperlink dialog box, shown next, and then use the Browse button to locate the appropriate page to which the link
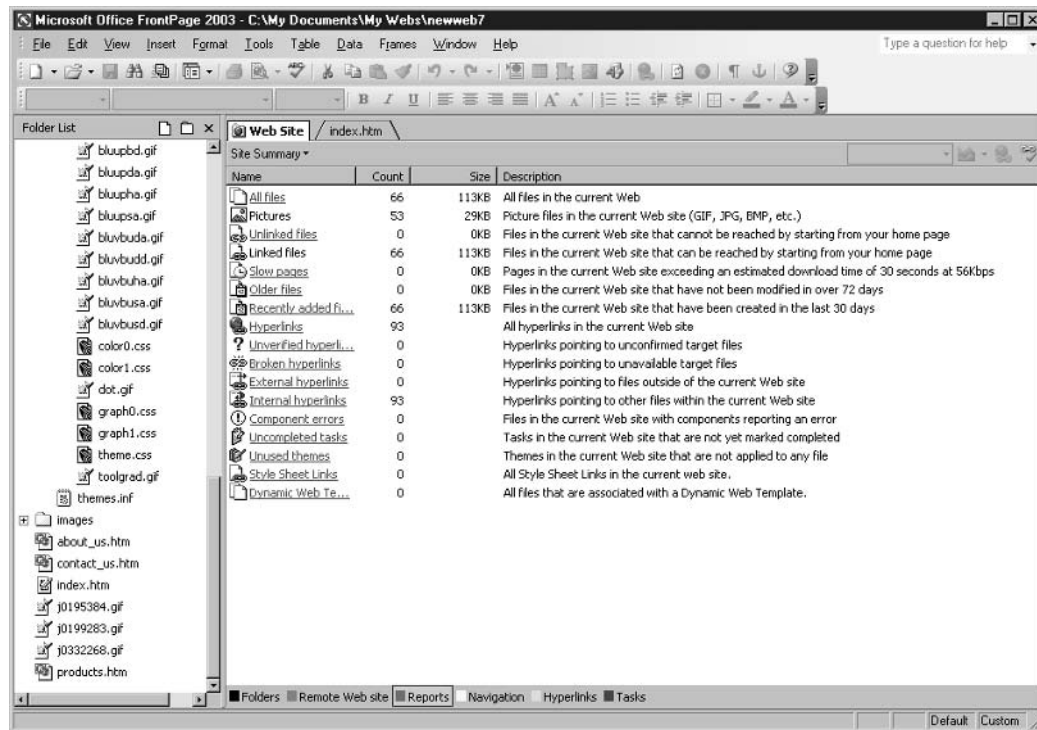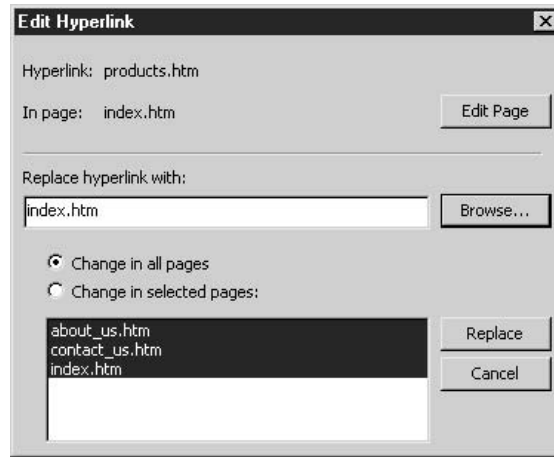

FIGURE 27-2   The site summary provides you with a breakdown of your site's components and possible errors.

should point. The radio buttons beneath the Replace Hyperlink With field allow you to select whether all links to this page should be fixed site-wide or only in the specific document to which this error refers. Once you've made your changes, click Replace.

Virtually every troubleshooting process is identical to this. Simply check the site summary for the list of errors, click the link for a specific category to view the errors individually, and then double-click the individual error to launch a dialog box that addresses it.

Publishing Your Website

After you've fixed any errors in your pages, you're ready to upload your site to a web server. Before you can do this, however, you'll need to know the server address and have a username and password in order to log in to the server. Check with your web server administrator, Internet service provider (ISP), or hosting service if you need help.

If your ISP has FrontPage server extensions installed (and they must be if you're going to publish a FrontPage-created site to the server), you can publish to the web server via Hypertext Transfer Protocol (HTTP), in which case you can enter an address such as http://www.*your_ web_server*.com. Otherwise, you can publish via an FTP server, and your address would read ftp://ftp.*your_web_server*.com. Again, check with your server administrator, ISP, or hosting service to find out the appropriate method. If your server requires a username and password, you will then be prompted to enter them.

FrontPage extensions enable your FrontPage web pages to work properly—providing the necessary support for the proprietary code that's inserted when you build your web page using FrontPage. Interactivity within your site, access to data, and overall functionality—these things all depend on FrontPage extensions being on your web server. If you don't know whether your host has placed these extensions on the server where your pages will be stored, take the time to check, and if they're not already added, get them added. There shouldn't be a charge (or a significant one) to include the extensions, because FrontPage is a popular web design tool.

Did you know?

SharePoint Services

When reading about what's new in FrontPage 2003 (online or through various Office mailing lists and forums), you may hear about SharePoint Services and wonder what they are. SharePoint Services allow you to package a portion of your website and turn it into a functional module that other people can use in their sites. By enabling you to convert a custom web package into a single file format, SharePoint Services allow your FrontPage-created web solutions to be easily shared and transported.

Once you have all the necessary information in hand, open the website you want to publish in FrontPage and click the Publish Site button on the Standard toolbar. You can also select File | Publish Site from the menu bar. This displays the Remote Web Site Properties dialog box, into which you enter the address of your remote web server (see Figure 27-3a). Also found in the Remote Web Site Properties dialog box is the Publishing tab—from this tab (see Figure 27-3b) you can tell FrontPage which pages to publish once the remote server is contacted. For example, if you've already uploaded pages, you can choose to publish only the pages that have changed since that last upload.
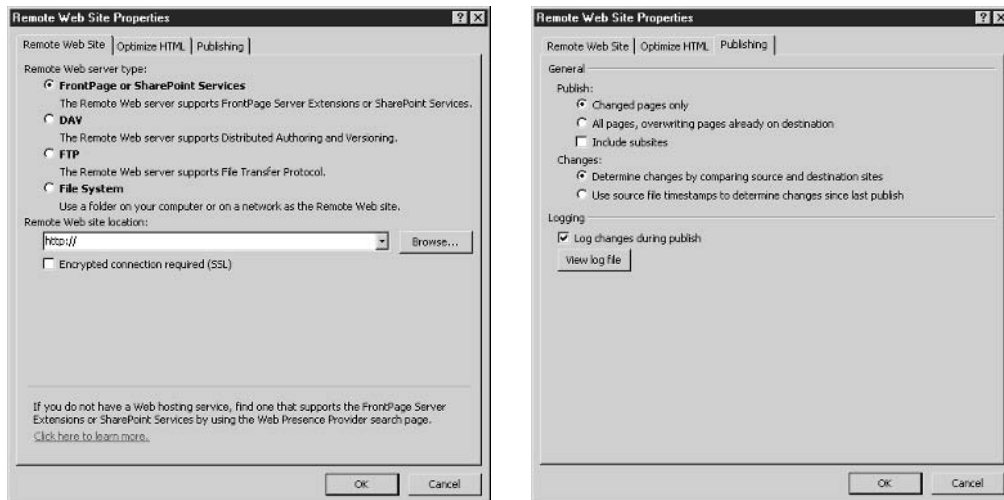

FIGURE 27-3 a). Use the Remote Web Site tab to provide your remote server's address and choose the remote server type. b). The Publishing tab controls the upload of pages.

After you provide FrontPage with all the information it requires to connect to your remote web server, the Publish Web view appears in the Web Site tab, as shown in Figure 27-4. This two-sided window allows you to pick which local files will be uploaded to the remote location, and through the View Your Remote Web Site link (on the left and below the two-sided local/remote windows), you can create folders on your remote server so that you have the same folder structure there that you have locally.

To perform the upload, click the Publish Web Site button in the lower right. The files are uploaded to the remote server, and a status bar and file list in the Status area of the window show
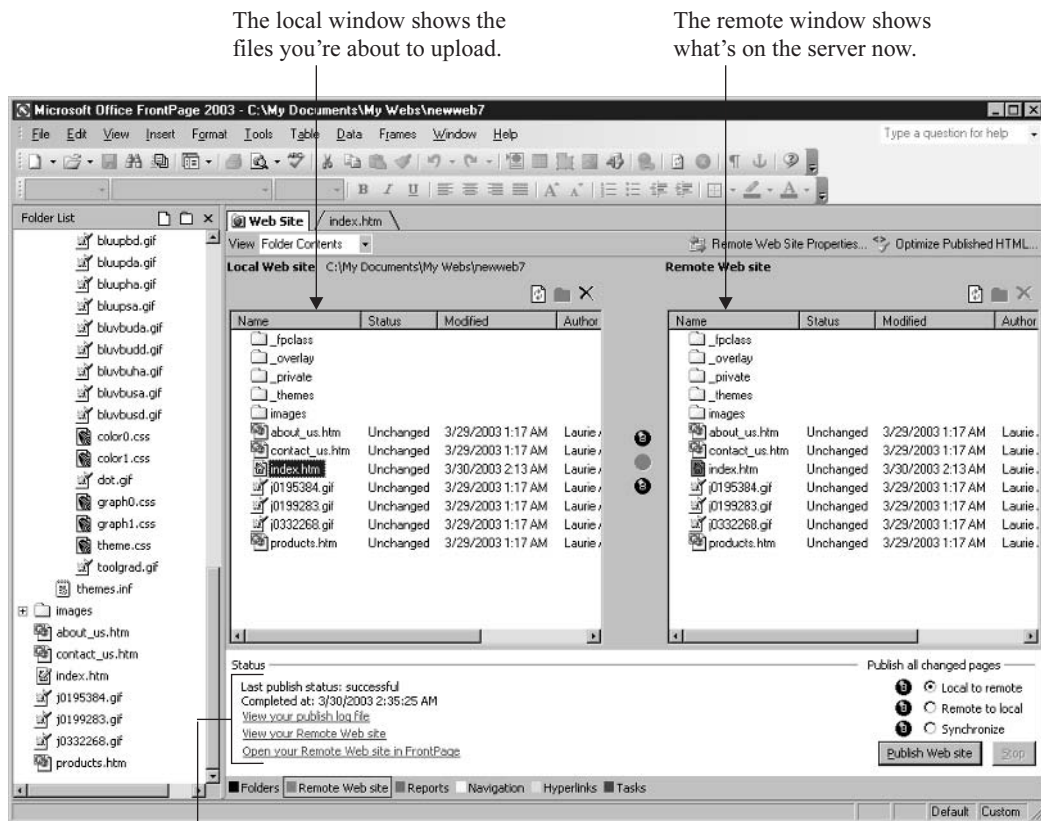
The local window shows the files you're about to upload.

The remote window shows what's on the server now.

The Status area shows you the date and time of the last upload.

FIGURE 27-4 The Publish Web dialog box is the interface through which you will pass files from your local machine to the web server.

you how the upload is progressing. For smaller sites or for pages that don't have a lot of graphic content, the upload may go so quickly that you don't even get a chance to read what appears in the Status area as the files are uploaded. When the upload is complete, the Status area displays the time and date of this successful upload, and you see your files in the Remote side of the window.

TIP *You can also drag and drop files from one side of the Publish Web dialog box to the other to quickly transfer files from server to PC, or vice versa.*