Making Everything Easier!™

4th Edition

Building a Web Site FOR DUMMIES®

Learn to:

- Plan and design a great-looking Web site
- Work with HTML, CSS, and navigation plans
- Collect and create content that gets attention
- Take your site online and attract visitors who come back

David A. Crowder
Author of Google Earth For Dummies

Building a Web Site For Dummies®, 4th Edition

Table of Contents

- Introduction
  - About This Book
  - How to Use This Book
  - Foolish Assumptions
  - Conventions Used in This Book
  - How This Book Is Organized
    - Part I: Building Your First Web Site
    - Part II: Building Better Web Pages
    - Part III: Adding Frills and Fancy Stuff
    - Part IV: Making Money
    - Part V: The Part of Tens
  - Icons Used in This Book
  - Where to Go from Here
- Part I: Building Your First Web Site
  - Chapter 1: Planning for Good Site Design
    - Drafting a Plan
      - What do you want to accomplish?
      - Who do you want to reach?
      - Keeping your site fresh

- User-generated content
- Designing the Look of Your Site
  - Appealing to your audience
  - Avoiding clutter
  - Achieving Usability
- The Big Rules for Planning Your Site
- Online Sources for Web Design

Chapter 2: Creating a Web Page with Basic HTML Tags

- Tagging Along with HTML
- Getting Wordy
  - Paragraphs
  - Headings
  - Fonts
  - Lines
- Using Color
- Creating Links
- Picturing It: Using Images
  - Images
  - Background images
- Putting It All Together
- Online Sources for Web Page Building

Chapter 3: Arranging Your Text with Tables and Other Advanced Tags

- Creating Tables
  - Defining rows and columns
  - Setting table dimensions
  - Defining cell sizes

Padding and spacing cells
Spanning rows and columns
Playing with alignments
Using Frames and Framesets
Building pages with frames and framesets
Adding borders and margins to frames
Online Sources for Tables and Frames
Chapter 4: Working with WYSIWYG
Creating the Basic Page in CoffeeCup
Setting the page properties
Working with text and links
Adding images
Switching views
Working with Website Projects
Online Sources for WYSIWYG
Chapter 5: Letting the World In: Choosing a Host and Domain Name
Going Live: Choosing a Host
ISPs
Virtual servers
Dedicated servers
Finding your match
Keeping It Cheap: Free Web-Site Providers
Getting Your Own Domain Name
Picking a name
Finding a registrar
Online Sources for Web Hosting and Domain Registration

Part II: Building Better Web Pages

- Chapter 6: Using Cascading Style Sheets
  - Merging CSS and HTML
  - Selectors, Classes, and IDs
    - Using classes
    - Using IDs
  - Redefining Elements
  - Contextual Selectors
  - Going Beyond the Basics
    - CSS colors
    - Borders
  - CSS and WYSIWYG
  - Layers
    - Absolute positioning
    - Relative positioning
  - Online Sources for CSS
- Chapter 7: Adding Images
  - Getting Graphics — for Free!
    - Heeding copyrights and credits
    - Creating your own images
    - Differentiating among graphics file formats
  - Putting Your Graphics on a Diet with GIFWorks
  - Creating a Logo with CoolText.com
  - Editing Images
    - Resizing
    - Cropping

Rotating and flipping

Adjusting color

Using special effects filters

Basic Design with Images

Placing images for maximum effectiveness

Sizing images in HTML

Online Sources for Quality Graphics

Chapter 8: Adding Forms

Getting Input

Typing in text boxes

Using text areas

Choosing radio buttons or check boxes

Setting up SELECT and OPTION

Submitting the form

Processing the Form

Why your ISP often won’t help

Finding a CGI provider

Using remotely hosted CGI scripts

Adding CGI Scripts

Basic techniques

Solving problems

Trying Out Form and Poll Makers

Response-O-Matic

FormSite.com

Online Sources for CGI and Forms

Part III: Adding Frills and Fancy Stuff

Chapter 9: Exploring JavaScript and DHTML
Principles of Programming
Constants and variables
Doing the math
Branches
Loops
Creating JavaScript Functions
Incorporating JavaScripts
Basic techniques
Dealing with problems
The Document Object Model (DOM)
Making Choices with JavaScript Events
Mouseovers and clicks
Keyboard input
Adding Interactive Menus
Making drop-down lists
Making a menu with CoffeeCup
Online Sources for JavaScript and DHTML
Chapter 10: Adding Image-Based Buttons and Image Maps
Creating Buttons
Creating Image Maps
Online Sources for Buttons and Image Maps
Chapter 11: Web Sights and Sounds
Getting Music and Video
Finding music houses
Finding public-domain music and video

Picking a File Format

Compressing Files

Adding Audio and Video Files to Your Site

Adding a Flash music player

Importing YouTube video

Online Sources for Web Audio and Video

Chapter 12: Adding a Blog

Adding Blogger to Your Site

Bloggin’ with WordPress

Adding a post in WordPress

Altering the General Settings

Online Sources for Blogs

Part IV: Making Money

Chapter 13: Attracting an Audience: Publicizing Your Site

Working Keywords into Your Pages

Adding meta tags

Incorporating keywords in the content

Avoiding keyword trickery

Analyzing keywords that other sites are using

Keyword advertising

Submitting to the Search Sites

Doing it yourself

Using submission services

Keeping out of the search sites

Checking Your Search Site Position

- Investigating Reciprocal Linking
  - Finding sites to link to
  - Joining Web rings
  - Joining a banner exchange
- Online Sources for Getting the Word Out about Your Site

Chapter 14: Designing for Internet Commerce

- Learning the Real Secret to Internet Success
  - Developing the right attitude
  - Focusing on your business
  - Getting supplies flowing
- Designing for E-Commerce
- Adding a Search Function
  - Using Google Site Search
  - Getting a free search engine with FreeFind
  - Dropping in Perl CGI scripts such as Simple Search
- Adding a FAQ
- Online Sources for Internet Commerce

Chapter 15: Checking Out Online Payment Methods

- Checking Out Online Payment Methods
  - PayPal
  - Google Checkout
  - Cash alternatives
  - Phones, faxes, and snail mail
- Getting a Merchant Account
  - Choosing which acquirers to sign up with
  - Deciding which cards to take

Signing up

Watching out for fees

Protecting against credit card fraud

Building on a Business Platform

Converting Currencies

Adding the converter to your Web page

Customizing the converter

Online Sources for Merchant Services

Part V: The Part of Tens

Chapter 16: Ten Great Web Sites to Get Advice

Bizy Moms

Cozahost Newsletter

Geek/Talk Forums for Webmasters

grammarNOW!

LivePerson

LawGuru.com

webmaster-talk.com

The Small Business Advisor

Web Developer’s Journal

Website Tips

Chapter 17: Ten Fabulous Tools for E-Commerce

CafePress.com

DMA Privacy Policy Generator

ECommerce Guide

HumanClick

MapQuest

osCommerce

S&H greenpoints

SYSTRAN Translation Software

TRUSTe

WorldPay

Chapter 18: Ten More Great Add-Ins

@watch

Crossword Compiler

Everyone.net

GeoPhrase

VFM Leonardo

localendar

Merriam-Webster Online

SuperStats

Google Friend Connect

theFinancials.com

Glossary

Building a Web Site For Dummies®, 4th Edition

by David A. Crowder

Wiley Publishing, Inc.

Building a Web Site For Dummies®, 4th Edition

Published by
Wiley Publishing, Inc.
111 River St.
Hoboken, NJ 07030-5774
www.wiley.com

Copyright © 2010 by Wiley Publishing, Inc., Indianapolis, Indiana

Published simultaneously in Canada

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning or otherwise, except as permitted under Sections 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher, or authorization through payment of the appropriate per-copy fee to the Copyright Clearance Center, 222 Rosewood Drive, Danvers, MA 01923, (978)

750-8400, fax (978) 646-8600. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, (201) 748-6011, fax (201) 748-6008, or online at http://www.wiley.com/go/permissions.

Trademarks: Wiley, the Wiley Publishing logo, For Dummies, the Dummies Man logo, A Reference for the Rest of Us!, The Dummies Way, Dummies Daily, The Fun and Easy Way, Dummies.com, Making Everything Easier, and related trade dress are trademarks or registered trademarks of John Wiley & Sons, Inc. and/or its affiliates in the United States and other countries, and may not be used without written permission. All other trademarks are the property of their respective owners. Wiley Publishing, Inc., is not associated with any product or vendor mentioned in this book.

Limit of Liability/Disclaimer of Warranty: The publisher and the author make no representations or warranties with respect to the accuracy or completeness of the contents of this work and specifically disclaim all warranties, including without limitation warranties of fitness for a particular purpose. No warranty may be created or extended by sales or promotional materials. The advice and strategies contained herein may not be suitable for every situation. This work is sold with the understanding that the publisher is not engaged in rendering legal, accounting, or other professional services. If professional assistance is required, the services of a competent professional person should be

sought. Neither the publisher nor the author shall be liable for damages arising herefrom. The fact that an organization or Website is referred to in this work as a citation and/or a potential source of further information does not mean that the author or the publisher endorses the information the organization or Website may provide or recommendations it may make. Further, readers should be aware that Internet Websites listed in this work may have changed or disappeared between when this work was written and when it is read.

For general information on our other products and services, please contact our Customer Care Department within the U.S. at 877-762-2974, outside the U.S. at 317-572-3993, or fax 317-572-4002.

For technical support, please visit www.wiley.com/techsupport.

Wiley also publishes its books in a variety of electronic formats. Some content that appears in print may not be available in electronic books.

Library of Congress Control Number: 2010926852

ISBN: 978-0-470-56093-8

Manufactured in the United States of America

10 9 8 7 6 5 4 3 2 1

About the Author

David A. Crowder has authored or coauthored nearly 30 books on subjects ranging from computers to historical mysteries, including popular bestsellers such as *Sherlock Holmes For Dummies, Building a Web Site For Dummies* and *CliffsNotes Getting on the Internet.* He was selling hypertext systems back in the days when you had to explain to people what the word meant. He's been involved in the online community since its inception and is the recipient of several awards for his work, including NetGuide Magazine's Gold Site Award.

He is the son of a teacher and a college president, and his dedication to spreading knowledge, especially about the computer revolution, goes beyond his writing. He also founded three Internet mailing lists (discussion groups), JavaScript Talk, Java Talk, and Delphi Talk, all of which were sold to Ziff-Davis. One of his most treasured memories is the message he received from an old-timer on one of those lists who said that he had never seen such a free and open exchange of information since the days when computers were built by hobbyists in home workshops.

When he isn't writing, he spends his time with his wife Angela, wandering through villages in the Andes or frolicking in the Caribbean surf.

Dedication

For Angela. Eres mi sol, nena, eres mi luna.

Author's Acknowledgments

Thanks are due to Steven Hayes, Christopher Morris, Barry Childs-Helton, and James Russell, my fine editors, who were there for me every step of the way. Sometimes the relationship between writers and editors is smooth as silk, and sometimes it's tempestuous, but it always results in a better book through the give-and-take of the writing/editing process — and I'm grateful for the critiques and contributions of all the members of the Wiley team. All helped to make this the best book we could put together for you. And they're just the tip of the iceberg: About a zillion people work their tails off anonymously and behind the scenes at Wiley to bring you the finest books they can possibly produce. My hat is off to all of them, from the top editors to the humblest laborer on the loading dock. Last, but by no means least, I'd like to say how much I appreciate all the hard work done by my literary agent, Robert G. Diforio, without whose help I would be lost in the intricacies of the publishing world.

Publisher's Acknowledgments

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

Some of the people who helped bring this book to market include the following:

Acquisitions, Editorial, and Media Development

Senior Project Editor: Christopher Morris (Previous Edition: Jean Rogers)

Executive Editor: Steven Hayes

Senior Copy Editor: Barry Childs-Helton

Technical Editor: James Russell

Editorial Manager: Kevin Kirschner

Media Development Project Manager: Laura Moss-Hollister

Media Development Assistant Project Manager: Jenny Swisher

Media Development Associate Producers: Angela Denny, Josh Frank, Marilyn Hummel, Shawn Patrick

Editorial Assistant: Amanda Graham

Sr. Editorial Assistant: Cherie Case

Cartoons: Rich Tennant (www.the5thwave.com)

Composition Services

Project Coordinator: Katherine Crocker

Layout and Graphics: Claudia Bell, Ashley Chamberlain, Christin Swinford

Proofreaders: Laura Bowman, Lindsay Littrell

Indexer: Steve Rath

Publishing and Editorial for Technology Dummies

Richard Swadley, Vice President and Executive Group Publisher

Andy Cummings, Vice President and Publisher

Mary Bednarek, Executive Acquisitions Director

Mary C. Corder, Editorial Director

Publishing for Consumer Dummies

Diane Graves Steele, Vice President and Publisher

Composition Services

Debbie Stailey, Director of Composition Services

Introduction

Maybe you already have your own Web site and you're not quite satisfied with it. Or perhaps you're still in the planning stages and want to know what you can do to make your site as good as it can be. You've been to Web sites that have all the bells and whistles, and you wouldn't be human if you weren't just a wee bit envious. Well, now you can have it all too. In *Building a Web Site For Dummies,* 4th Edition, I show you some of the best stuff around, and I tell you just how to go about putting it on your site.

About This Book

This isn't just another Web design book. It's special. Really. I set out to write the one book I'd want by my side if I were looking to set up a really fancy Web site and not break the bank doing it. I tracked down and tested zillions of Web-site enhancements and selected the top of the line to share with you. And I'm honestly proud of the results. I've authored or coauthored more than 20 books on computers and the Internet, and this one is my hands-down favorite.

It's full of things you're sure to love. It's packed with fun stuff, but it's got plenty of serious stuff, too, like how to get past the hype and really make money through your Web site. You'll wonder how in the world you ever got along without having these features on your Web site.

How to Use This Book

Keep this book next to your computer and never lend it to anybody. It's far too precious for that. Make your friends buy their own copies. If you need to make space on your bookshelf, throw away anything else you own to make room for it. When you travel, take it with you. Hold it in your arms at night and tell it how much you love it.

Each chapter is a stand-alone entity. (Don't you just love that word?) You don't have to read the whole thing, and it's a rare person who will read the book from cover to cover right off the bat. Go ahead — hit the table of contents or the index and jump to the parts you're most interested in. But don't forget to explore the rest of the book after you're done with the parts that excite you most. You won't regret spending the time — you'll find wonders in every chapter.

Foolish Assumptions

I assume that you have a favorite Web-page creation program — whether it's Dreamweaver, plain old Notepad, or the UNIX-based text editor `vi` — and you know how to use it. So when I say to copy and paste text or save your file, you know what you need to do. Just in case you don't have a good Web-authoring program, I include sources for some good HTML editors in this book.

Conventions Used in This Book

It’s all organized; I promise. Even though it’s rather plebeian compared with finding free content for your site, lots of people worked very hard to make sure that this book follows some straightforward rules and typographical conventions.

Code listings, of which there are plenty, look like this:

```
<HTML>
<HEAD>
<SCRIPT>
...
</SCRIPT>
<TITLE>
...
</TITLE>
</HEAD>
...
```

HTML elements in this book are in uppercase, and their attributes are in lowercase, as in this example:

```
<INPUT type=”hidden” name=”answer”
 value=”yes”>
```

If the value of an attribute is in normal type, you enter it exactly as shown. If it’s in italics, it’s only a placeholder value, and you need to replace it with a real value. In the following example, you replace myownimage with the name of the image file you intend to use:

```
<IMG src=”myownimage”>
```

Whenever you see the URL for one of the top sites I've tracked down, it appears in a special typeface within the paragraph, like this: www.dummies.com. Or it may appear on a separate line, like this:

```
www.dummies.com
```

How This Book Is Organized

This book is divided into six parts. I organized it that way, with a little help from the folks you see in the Acknowledgments. You did read the Acknowledgments, didn't you? Don't tell me that you're the kind of person who reads the Introduction but doesn't read the Acknowledgments. Please tell me that you didn't miss the Dedication, too?

Each part has chapters in it. And each chapter has headings and subheadings. All the sections under these headings and subheadings have text that enlightens the heart and soul. Here, take a look.

Part I: Building Your First Web Site

Part I spills the secrets of how to plan a successful site from the ground up. It tosses in a quick refresher course in basic HTML, then goes into more depth with some of the more advanced approaches such as tables and frames. Toss in a look at WYSIWYG site creation and some

advice on getting your material on the Net, and you’re ready to transform a bunch of Web pages into a coherent Web site.

Part II: Building Better Web Pages

Part II introduces you to Cascading Style Sheets, and different ways to add images and forms to your site.

Part III: Adding Frills and Fancy Stuff

Part III gives you a ton of ways to make your site work, look, and sound great. This part demystifies JavaScript and DHTML (Dynamic HTML), then it covers the different ways that you add new features like blogs to your Web site and shows you where to get great multimedia.

Part IV: Making Money

Part IV takes a look at making money from your site. It explodes the myths about Internet income and shows you how to really make a profit, how to get a credit card merchant account, and how to work both ends of the affiliates game.

Part V: The Part of Tens

Part V is The Part of Tens. Well, it just wouldn't be a *For Dummies* book without The Part of Tens at the end, right? This part comprises three chapters, so you've got 30 extra bits here that tell you all sorts of wonderful things, like where to go for Web-site design advice and ways to add value to your site.

Finally, at the end of the book is a glossary of all the tech terms that might otherwise leave you baffled.

Icons Used in This Book

The icons in the margins of this book point out items of special interest. Keep an eye out for them — they're important.

Psst! Listen, pal, I wouldn't tell just anybody about this, but here's a way to make things a bit easier or get a little bit more out of it.

Time to tiptoe on eggshells. Make one false step, and things can get pretty messy.

You don't really need to know this stuff, but I just like to show off sometimes. Humor me.

Well, of course, it's all memorable material. But these bits are ones you'll especially want to keep in mind.

Where to Go from Here

Well, keep turning pages, of course. And use the material to make your own Web site the hottest thing there ever was.

One of the hardest parts about getting this book together was categorizing the material in it. Many times, a Web site add-in could've been slotted into a different chapter than the one it ended up in because it had multiple features or attributes. So when you're visiting any of the sites that I mention in this book, be sure to take a good look around. A site that has a great chat room might also have a fine affiliates program. One that offers a good series of Java applets could have some solid tutorials on Web design. A site that has good information on dedicated servers may have the best e-commerce solution for you. I encourage you to browse up a storm.

Additionally, you can go to this book's companion Web site, at www.dummies.com/go/buildingawebsite4efd, where you can find links to many of the sites discussed in the book.

Part I

Building Your First Web Site

"Give him air! Give him air! He'll be okay. He's just been exposed to some raw HTML code. It must have accidentally flashed across his screen from the server."

In this part . . .

I start off by covering all the things you need to know to put together a Web site. Chapter 1 shows you the differences between a random bunch of Web pages and a coherent Web site, while Chapter 2 is a quick refresher course in basic HTML. Chapter 3 goes into some more advanced areas like tables. Chapter 4 shows you how to use a WYSIWYG editor to visually design your pages. Finally, Chapter 5 gives you

everything you need to know about different Web-hosting options.

Chapter 1

Planning for Good Site Design

In This Chapter

- Determining your site's purpose
- Analyzing the audience
- Appealing to visitors
- Keeping your site lean

People argue about what the number-one factor in quality Web site design is, and they probably always will. Some say great graphics are the key. Others say worthwhile information is everything. Still others think that ease of use is the most important factor. I'm not so sure that there's such a thing as a linear ranking for these kinds of things. After all, a good-looking site that doesn't work well is useless. A site with a combination of good content and lousy graphics is nothing to crow about either. This book shows you how to do it all and how it all fits together to make a Web site that's actually worth visiting. If you want to get the basics of Web page structure down pat, check out Chapters 2 and 3 on HTML; for the lowdown on graphic design, make sure you spend some time with Chapter 7.

In this chapter, I walk you through the fundamental things you should consider as you create your Web site. And at the end of the chapter, I give you four basic rules for

creating Web sites that work. Take ’em with a grain of salt — remember, you’re the ultimate judge.

Drafting a Plan

Are you publicizing a political candidate? Trumpeting your favorite cause? Looking for a job? Selling shoe polish? Notice the verbs in each example. They’re the key factors in determining your site’s *purpose,* as opposed to its *topic.*

What do you want to accomplish?

Just having a topic isn’t enough — you need a purpose, too. The *topic* is merely what the site is about; the *purpose* is what the site does. Say, for example, that you want to create a site about penguins. Okay, that’s a nice starting point. You like penguins — they’re cute, unusual, and pretty interesting; many people share your interest in them. But why do you want to create a Web site about them? Do you have something to say? Do you have information to give, an opinion to share, or a particular point of view that you want to put across?

You don’t need to have a PhD in aquatic ornithology to create such a site. Maybe you just like funny-looking birds that swim. But you still need a purpose, or the site just won’t work out in the long run. Perhaps you spent ages plowing through the search engines, and you’ve gathered together the world’s greatest collection of penguin links.

But why did you go to all that trouble? What's your purpose?

If the purpose for creating a penguin site is for your own personal enjoyment, you really don't need to do much with the site. In fact, you can just create a Web page on your own hard drive or even settle for leaving the links in your Web browser's bookmarks. If you do want your page on the World Wide Web, however, you need to take into account the needs of your potential visitors, as well as your own needs for creating such a site.

Suppose you're putting your penguin page on the Web for the purpose of sharing everything you know about these birds with the world. How does that purpose change your approach to site design? You need to include more on the Web site than a bare list of links, for one thing. Everything you do with the site must help people understand its purpose. If you're setting up your own domain name, for example, you want to pick one that clearly describes your site's content — such as www.penguinfacts.com. (Grab it quick — it still wasn't taken at press time.)

The purpose of your site trickles down through each step you take in creating it. You want the title of each page in the site to specify how it supports the site's purpose. The textual content of each page needs to lead naturally into some specific aspect of the topic that furthers your goal. Each graphical image must be just the right one to drive home or emphasize a critical point.

Who do you want to reach?

Who are the people you expect to visit your site? What geographical or cultural groups do you want the site to