

COMTUTEOZ

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To HTML or not

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INTRODUCTION.

People have many varied reasons to create a Web site.

- ♣ You may wish to cash in on the online consumer market or you may wish to create a non profit or entirely personal site.
- ♣ For example, some people use the web to publish their short stories or the great novel as an eBook and share it with the world.
- ♣ Families may have a site to hold their online photo albums so their relatives around the country or world can watch the children grow up.
- ♣ Some sites are composed of an index of sites that relate to a specific topic, eg: Music, Sports, Graphics or Collecting Cards etc.
- ♣ You may also have a more practical reason to create a web site. For example, many job hunters create a site that contain a personal résumé, to which they can point potential employers.
- ♣ The reason you are attending this course means that you probably already have a reason for wanting to find your place on the World Wide Web.

To HTML or not? Is a legitimate question, you can use a WYSIWYG editor which will allow you to place objects where you want them on a page, BUT the time will come, usually fast, when you have to debug the page of a problem and if you do not know your way DESIGN.

It takes more thought to create a site than just throwing some text and some graphics on a page.

< *There are issues like will my site be user friendly to all browsers or only those with the latest versions?*

Will your site be bandwidth friendly, or will your viewers need a high-speed internet connection to access your site?

You have to decide on how they will navigate around the site? What colour fonts and background will you use? Will you use a graphic for your background? Will each page of your site have a consistent look, or will they be designed independently?

Finally we come back to why you want a Web site? Are you prepared to invest time and energy into creating and maintaining your Web site, because if they are static they are dead, for to get return visitors you have to update regularly, at least monthly if not more regularly.



ATTENTION SPAN.

Research has shown that web surfers, mostly, have a short attention span. The reason for this is that most surfers pay for their time online, so their time is limited and there are many other interesting sites to see all saying I'm the best.

So we need to plan our site accordingly.

PLAN OUR ATTACK.

1. Research your content, make it accurate and reliable.
2. Pay close attention to spelling and grammar.
3. Unless your site is only to be local, Do not use local slang, depending where you are in the world the word 'Thong' means a totally different thing, and there are 1,000,000 more, the same.
4. your writing style should be conversational.
5. Try to keep each page no bigger than two screens long.
6. Ensure all the important headlines and links can be seen within the first screen.
7. Remember you have no control over the type of computer a visitor will use to view you site. WebTV & Mobile phones both view your site differently from a PC.
8. Resolution? What's the right size? Go with 800x600 as this is the most popular size.
9. Leave lots of white space in your layout, do not clutter up your pages.
10. Always keep a balance between your content and graphics.
11. Always have your email address & site update info on your main page.
12. Remember the KISS system. [Keep It Simple Simon].

NAVIGATION.

While your visitors are at your site, how will they find their way around? However you move them from place to place, you need to be consistent on each page. Same place, same menu.

COLOUR CLASHES

Beware of clashes in colour, a green font on a red background does not keep visitors long.

However you always must have sufficient contrast between your background and foreground colours. If in doubt check out the many sites online, to pick your site colours. You don't want this

 to be the only think they are looking for on your site?

HTML?

This stands for Hypertext Markup Language, which is essentially a collection of commands we call tags, that are integrated into plain text documents and interpreted by the web browsers

Back in the early days when Windows was a thought the same tags were used to tell word processors how to format its text

eg: The `BOLD` printer set the `<I>ITALIC</I>` text.

BASIC WEB PAGE.

```
<!DOCTYPE HTML PUBLIC "-//IETF//DTD HTML//EN">
<HTML>
  <HEAD>
    <TITLE>My Main Page</TITLE>
  </HEAD>
  <BODY>
    This is where your <B>text, graphics </B> etc go.
  </BODY>
</HTML>
```

LOTS OF
HTML CODE
THROUGHOUT
COURSE

So you can see from the example above, that the page is broken up into two main parts, The head and the body. The tags used above are:

`<!DOCTYPE HTML PUBLIC "-//IETF//DTD HTML //EN">`
Informs the browser that this is an HTML document. This is an SGML tag to identify the version of HTML being used, in this case just HTML. Very old browsers (eg. Netscape) are happy about the reference that this document is just plain HTML.

`<HTML> </HTML>`
Defines the extent of the HTML markup

`<HEAD> </HEAD>`
Contains descriptions of the page. This meta information is not displayed as part of the web page.

`<TITLE> </TITLE>`
Describes the title of the page. This description is usually displayed by the browser as the title of the window in which the web page is displayed. This information is also used by some search engines to compile an index of web pages.

`<BODY> </BODY>`
Delimits the body of the web page. The body is the text to be displayed as plain HTML markup text at the format of the text.

` `
Displays the enclosed text in a bold typeface.

