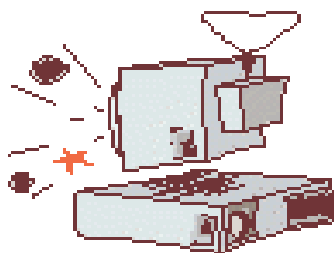




Instructions for
Developing Web Pages
utilising HTML

An Introductory tutorial in HTML
to enable you
to develop your own Web pages
using an HTML web page editor.

by David Berghouse



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HTML code for 'Web Page Development'

What is a web page ?

Web pages are very different from, say, a Word document. In a word processor document all aspects of the page are incorporated into the one file ... the graphics, font styles and sizes and other formatting.

A web page is basically plain (ASCII) text with 'tags' (as ASCII text) incorporated. The graphics are all separate files. Your web browser reads the ASCII text with the tags and graphic files and displays the complete formatted page.

Because web pages are only ASCII text they can be prepared in any text editor. However, there are advantages to preparing a web page using a special web page or HTML editor, as will become obvious as we progress through the course.

So, what is a Tag ?

Tags are 'codes' included in the web page file that tell the Browser what type of formatting to apply to any text placed in between pairs of Tags. For example, if you want a word to be displayed in bold you use a tag to turn on the bold formatting function of a Browser - and the tag is

``

Any text that appears after that tag will be displayed in bold. To revert to normal text you have to turn off the bold function, thus

``

The complete code then would be

`text` and this would be displayed ... **text**

Note that tags are not case sensitive and that nearly all tags are in pairs.

So, in essence, that's all there is to it.

Letting a Browser know that a file is a web page.

The <HTML> tag tells a Browser that a file is a formatted web page and not just a plain text document.

```
<!-- Anything here is a 'remark' and is not reproduced by a browser -->
<HTML>
<HEAD>
```

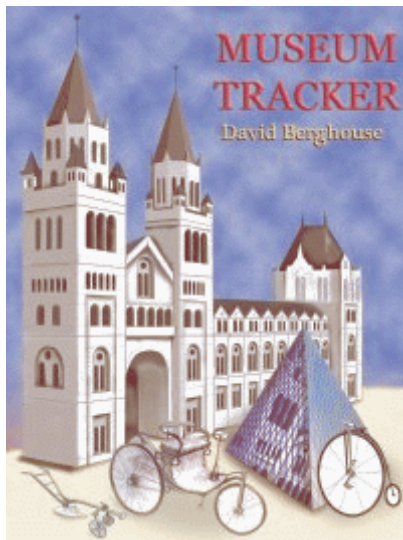
The information that 'configures' your web page is placed in between the Head tags. This can be META tags (for Search Engines) or, for more advanced page formatting, Javascript. This information does not appear when the page is displayed by a Browser.

Title Tag

This defines what Title will appear on the coloured Title Bar at the top of your screen when a page is displayed by your Browser.

Tip: It is also important as it is what appears in the 'Search Results' when someone does a search in a Search Engine. The blue underlined text that is a Link appearing above the short description covering different pages on the Search Results pages is exactly the same as the text you place between the Title tags. So, give consideration to an accurate and definitive title for each page.

```
<TITLE>Web Page Development</TITLE>
</HEAD>
```



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Page colours definition

The default colours of the page background, text and links can be defined by you as the producer of a web page.

To define an image that will 'tile' across the full page as a background you use the body background tag. This tag stipulates a graphics file that will be displayed by the browser. The file is often only, say, 80 pixels by 80 pixels and as such is only a small file (in bytes). The browser displays this file and 'tiles' it over the whole window, thus creating a background

Alternatively, you can stipulate a plain colour as the background. The colour is stipulated using colour codes that are known as hexadecimal codes. The code below (#ffffff), for example, will give a white background.

Tip: Note that the spelling of the word 'colour' must be the American spelling (color), otherwise this tag will not work.

```
<BODY background=" ../graphics/wrock2.gif" > or  
<BODY BGCOLOR="#ffffff" >
```

All the text and other information that constitutes the web page is placed after the Body tag. This displays in the Browser. Note that there is a closing Body tag (</body>) at the end of a web page.

Headings

There are a range of defined standard 'Heading' fonts in six different sizes that can be used in web pages. These are activated in a Browser by the Heading tag (<hn> - where n is any number from 1 to 6) Note we are also centring the headline on the page - and note that the word centre must be spelt the American way (center).

```
<H2><CENTER>Developing My Web Pages</CENTER></H2>
```

On the next line the 'By-line' is also centred and is set in bold type. The standard font on most Browsers is Times New Roman and the standard font size is size 3. This generally prints as regular 12 point.

Tip: Note that at the end of this line there is the Paragraph tag. This is necessary to force Browsers to start a new paragraph for any following text - otherwise the following text would just run-on the same line. This will happen to the whole page if you do not insert either the Paragraph tag (<p>) or the Line Break tag (
).

Note that this does not apply to the Heading tags, as the equivalent of a paragraph tag is built-in to these tags.

```
<CENTER><B>by (your name) </B></CENTER><P>
```

The Horizontal Rule tag gives a plain ruling across the page. Its width and height can be defined, as can its alignment. Generally a ruling produced by a small graphic file is more appealing.

```
<HR WIDTH="50%" ALIGN=center SIZE=3> <p>
```

Font Face and Size

As well as the Heading tags, later versions of Browsers will reproduce different Fonts. It is important to remember that the Font you specify is only part of the Font tag and that the actual Font code for use by the Browser is taken from the Fonts sub-directory in the viewers computer. Thus, if the viewers computer does not have the Font you specify, then their Browser will display that text in the default Font - usually Times New Roman. So, only specify commonly used Fonts - such as, for example, Arial, Verdana, Helvetica, Courier New, etc.

Below a Font size of 5 is specified. The resulting text will be of similar size to text produced by Headline tag size 5

```
<font size=5>What do you want to achieve ?</font> <BR>
```

The colour of the text can be specified as well. The colour number ("#xxxxxx") is the same type of hexadecimal as used previously for background colours.

```
<font color="#0000FF">Your Web Site <B>must</B> have a <I>clear and  
identifiable</I> purpose</font> <p>
```

These tags can also be combined, thus

```
<font size=4 color="#0000FF" face="arial, helvetica, swiss">Your Web Site  
<B>must</B> have a <I>clear and identifiable</I> purpose</font> <p>
```

Note that for the font face I have specified several names of similar fonts. This is in case the viewers computer does not have Arial font (unusual), but does have Swiss, etc.

Currently our page (when viewed through a Browser) has very narrow margins on the left and right and it could be made more attractive from the presentation perspective. The Blockquote tag increases the margin on both the left and right margins. Its original intention was to give the same effect as Double Indent in a word processor. However, it is regularly used by web page designers to provide wide margins. As with most other tags it works in pairs: it has both an opening and closing tag.

```
<blockquote>  
What do you want to achieve <br>  
Your Web Site <B>must</B> have a <I>clear and identifiable</I> purpose <p>  
</blockquote>
```

Lists

It is possible to arrange a series of points in either numbered or bulleted lists on a web page. There are two sets of tags that operate similarly

The Ordered list - for numbered lists

The Unordered list - for a bulleted list

The Ordered (Numbered) list -

```
<ol>
<li> Is it to provide information ?
<li> Perhaps you want people to email you ?
<li> or, to simply to advertise
</ol>
```

The Unordered (Bulleted) list -

```
<ul>
<li> Of a business organisation
<li> of a fun site
<li> as being a treasure trove of wisdom
</ul>
```

Tables

So far we have only been able to place text across the window of a Browser. We have not been able to control what is placed, say, on the left side of the window independently from what is placed on the right side as the example below illustrates.

**Consider
this**

Do you give enough information, in an *interesting* format, to encourage the viewer to **return** to your site ? Also, is your site regularly updated ?

By doing so, you will increase the chances that you will receive repeat visits.

The Tables tags allow specific placing of text and/or images in the Browser window. For example, the table below will place the heading to one side of the text -

```
<TABLE BORDER=5 WIDTH="100%" CELLSPACING=10>
<TR><TD><font size=5>Consider<br>This ...</font> </TD>
<TD>Do you give enough information, in an <I>interesting</I> format, to
encourage the viewer to <B>return</B> to your site ?</TD> </TR> </TABLE>
```

The border tags specifies how thick the border will be around the table. If border=0, there will be no border. Width can be specified of the total window width, or in absolute pixels. Cellspacing specifies the distance in pixels between each cell (on all 4 sides) and cellpadding specifies the distance from the text and the edge of the cell. Experiment by changing these values in the above table. Tables can be used to trick browsers into laying out your page like a formatted document produced by a desktop publisher.

<p style="font-size: 1.2em; margin: 0;">Consider this</p>	<p style="margin: 0;">Do you give enough information, in an <i>interesting</i> format, to encourage the viewer to return to your site ? Also, is your site regularly updated ?</p>
---	---

However this is not the final layout we may be seeking. Let's assume that we want the heading 'Consider this' to be in a 'column' about 30% of the screen width and to be right aligned to the right in the horizontal plane. We also want the heading aligned to the top of the text in the right column - that is aligned to the top of the table cell in the vertical plane.

Notice that the heading 'Consider this ...' is left aligned on the horizontal plane, but centre aligned on the vertical plane within the table. This is the default. There are a number of modifications that can be achieved -

<TD valign=top> This will force the text to the top of a cell.

<TD align=center> This will centre the text (on the horizontal plane)

<TD width=100> This will set the width of a cell to 100 pixels.

<TD bgcolor="#..."> This will set a background colour with the table cell. This colour can be different from the overall page background colour.

These can also be used in combination, with a space between each attribute.

If border is set to zero as shown in the code below, then the above table would display in a manner similar to what can be achieved with text boxes using a desktop publisher ... as desired.

```
<TABLE BORDER=0 WIDTH="100%" CELLSPACING=10>
<TR><TD width=30% valign=top align=right><font size=5>Consider<br>This
...</font> </TD>
<TD>Do you give enough information, in an <I>interesting</I> format, to
encourage the viewer to <B>return</B> to your site ?</TD> </TR> </TABLE>
```


Consider this

Do you give enough information, in an *interesting* format, to encourage the viewer to **return** to your site ? Also, is your site regularly updated ?

By doing so, you will increase the chances that you will receive repeat visits.

A table could also be centred on the page by placing the centre (spelt center) tags around the whole table, or by adding the align=center attribute to the Table tag.

As an extension of this, you can layout the page using a Nested Table. This is a second table inserted into a cell of the first table.

Navigating through a Web Site

Creating a single web page that is isolated from other pages is of very little use. The single feature that had the most influence in the World Wide Web gaining acceptance and popularity is the ability to create 'Links' between pages. These Links appear on a page often as an underlined word or phrase, either within the text on a page or as a Menu at the top, side or bottom of a page. They can also be graphic images and buttons.

Firstly let's develop a link that conveys the viewer to another page within a web site. This Link could be used on a details page within a web site to return the viewer to the Home page of the site.

```
<a href="index.html">Home Page</a> <p>
```

Note that this link only specifies a file name - index.html. The presumption here is that this file will be in the same directory on the server's hard disk as the page that contained the link. If not, the directory would need to be specified.

A link to transfer the viewer to another site must specify the full URL of the other site - and possibly also the file name of a particular page.

For example, this link will take the viewer to the 'Home Page' of Ozemail. In most instances the default file name of Home Pages is index.html - and here this is the file (page) that would be displayed. Note that the filename does not need to be specified in this instance.

```
<a href="http://www.ozemail.com.au/">Ozemail Home Page</a> <p>
```

The above code - from <a href ... to ... is known as an Anchor.

If you wish to convey the viewer to a specific page on the Ozemail site, you would need to specify the file name for that page. If the required pages file was in a different directory to index.html then you would need to specify the directory name where the file was located. For example, such a link may then be -

`Ozemail Services Page`

If you wish your link to be formatted in, say, bold text you place the bold tags around the whole anchor - as below

`Ozemail Services Page`

Graphics

Graphics can also be used on a page. They can be placed anywhere by either just specifying then in regular code, or placing them in a table cell for specific positioning. As well, they can be static or active. An active graphic acts as a Link.

Firstly, A plain, or static, graphic

```
<IMG align=left width=80 height=80 hspace=20 SRC="graphics/int-eth.gif">
Member of Internethics -<BR>an organisation committed to ethical business
practice on the Internet. <br clear=all>
```

The Image tag places the graphic file where required. Note, the image is a separate file from the web page file - in either .gif or .jpg file format.

`width=80` The width attribute specifies the width of the image in pixels - regardless of the size of the image in the file. Height can be similarly specified. Even if the image is to be displayed same size, specifying height and width results in faster page loading.

`hrspace=20` The horizontal space attribute specifies the distance in pixels between the image and the associated text. The attribute `vspace` similarly sets the vertical space.

An active graphic

An active graphic appears the same on the screen. However, if the viewer Clicks on the graphic they are conveyed to another page as specified in the Link. The code below will produce a similar result on the screen to that above - except that the circular graphic will be a link.

```
<a href="http://www.internethics.org"><IMG align=left width=80 border=0
hspace=20 SRC="graphics/int-eth.gif"></a> Member of Internethics - <BR>an
organisation committed to ethical business <br>practice on the Internet.<p>
```

Note that it is essentially the same code as used for a text link. Instead of the text appearing before the `` closing tag, the Image tag is substituted.

Finally, the page is closed by using the two closing tags for the body and html tags used above.

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