

Creating a Web Page

The Web is a great place to express oneself and have your ideas reach the world at large. In this class, you will learn how to create quick, easy, and free web pages so that you can establish your own presence on the Web. We will also look at a more in-depth approach to creating a web page by coding the document by hand in Hypertext Markup Language (HTML).

The first thing to think about before creating a web page is the intended purpose of the site. Why do you want to make a web page? Do you want to create a page that conveys your ideas about a particular topic or your progress and knowledge of a hobby? Do you want a place to share your family photos with relatives across the country and world? Do you want a place that will hold links to all your favorite web pages on one page, so that you may access them anywhere you can use an Internet connection? All of these can be accomplished.

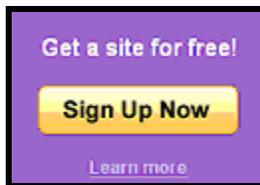
Free Web Pages: Yahoo! Geocities and Lycos Tripod

For this class, I will focus on two websites that offer free web space and simple web page creation tools: Yahoo! GeoCities and Lycos Tripod. These two sites offer free web page hosting, as well as fee-based hosting with more advanced features. Tripod and Geocities automatically put advertisements on your free web pages, so if that is too bothersome, you may want to pay for the ad-free space. We will focus on the free pages with this course. Both of these sites offer pre-designed web page templates; you fill in the content.

For both GeoCities and Tripod, one needs to register and receive a login name and password. All your website information will be saved for your account under this name.

Yahoo! Geocities

Let's start with Yahoo! GeoCities. The web address is <http://geocities.yahoo.com/>.



On the main page of Yahoo! Geocities, click the yellow "Sign Up Now" button in the top right hand corner. It will take you to a page asking you to sign in.

If you already have a Yahoo! ID, you may use that for this process. If not, you must sign up for a new Yahoo! ID.

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The screenshot shows the 'Create Your Yahoo! ID' form on the Yahoo! Geocities website. At the top, it says 'YAHOO! GEOCITIES'. Below that, there is a link for users who already have an ID or a Yahoo! Mail address. A note indicates that fields marked with an asterisk are required. The form includes input fields for 'First name', 'Last name', and 'Gender', and a dropdown menu for 'Preferred content' which is currently set to 'Yahoo! U.S.'. There is also a help icon next to the preferred content dropdown.

Once you have created a new ID, you may proceed with the web page set-up. You then will be prompted to answer a few questions about what type of page you want to create, etc., with another verification.

Your web page address will be www.geocities.com/YourYahoo!ID.

With Yahoo! Geocities, you may create web pages, as well as blogs and photo pages.

Yahoo! Geocities offers two options for creating your own web page without coding it yourself: PageWizards and PageBuilder.

Choose Yahoo! PageWizards for simplicity and speed. It allows you to create a page in four easy steps, get guided help building your page, and choose from more than a dozen templates. PageWizard is the easiest and is just a matter of choosing a page layout and filling in the blanks on the forms.

Yahoo! PageBuilder gives you a more personalized web page. You can express yourself with completely customizable pages, create pages fast with drag-and-drop editing, and personalize the pages with pictures, special effects, and more. PageBuilder is a web authoring program which begins with a template and sample text and lets you take over from there.

You can also use a blank text box to code a web page yourself using HTML. See the HTML section below for further details about this more advanced approach to web page creation.

Lycos Tripod

Now on to Lycos Tripod. The web address is: <http://www.tripod.lycos.com/>.



Click the green "Start Now!" button in the top center of the page.

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It will take you to a page with several options for web hosting from Tripod. The free plan is in the lower left corner of the page.



The screenshot shows a box titled "Tripod Free" with a "learn more" link and a "Free" label. It lists the following features:

- FREE Website
- 20 MB of Disk Space
- 1 GB of Monthly Bandwidth
- FREE Blog Tool
- FREE Site Building Tool
- File management Tools
- Ad Supported

A green "Sign Up" button is located at the bottom left of the box.



The screenshot shows the "LYCOS Sign In Information" page. It features the Tripod logo and a form with the following elements:

- A "Username:" label with a red asterisk.
- A text input field.
- A note: "Username may consist of a-z, 0-9, dashes, and periods."
- A yellow "Check Username Availability" button.

If you are registered in Lycos already, you may use that username for this process. If not, you must sign up for a new Lycos account.

You may have to skip an advertisement, and then wait while Lycos processes your account and logs you in.

Your web page address will be <http://YourUsername.tripod.com>.

With Lycos Tripod, you may create web pages as well as blogs and photo album sites.

To create web pages, use the Site Builder to select templates for easy web page creation. The SiteBuilder is similar to the Yahoo! PageBuilder and similarly easy use.

Notes:

A Bit More Advanced Creation: HTML and CSS

HTML, Hypertext Markup Language, is a set of codes or “tags” that are embedded in text files between angled brackets (<, >). The tags are containers, with a start tag (<...>) and an end tag (</...>). The end tag includes a backward slash and functions as an off switch. Some tags are standalone, meaning they require no end tag. Here is the basic syntax of a tag:

<element attribute="value">Affected text</element>

An attribute modifies the tag's contents, such as designating the web address of a link.

There are three main kinds of tags: structural, style, and programming. Structural tags label parts of the document, such as headings and paragraphs. Style tags tell the browser how to present the labeled text. Programming tags tell the browser to perform an action: to retrieve an image or run a program. It is helpful to understand how the tags function, so as to better understand your web page and allow for better coding. Here is a short list of the tags we will cover today, divided based on their function as an HTML tag.

Structural tags:

<html>, <head>, <body>, , <table>, , <blockquote>, <p>, <h(1-6)>, <hr>

Style tags:

**
, , , , , <i>, <s>, <strike>, <sub>, <sup>, <u>, <center>**

Programming tags:

**<a>, **

For more about HTML and a wider range of tags, here are two valuable Internet resources:

- The World Wide Web Consortium's latest HTML coding standards:
<http://www.w3.org/TR/html401/>
- The BareBones Guide to HTML, a less technical, more user-friendly guide:
<http://werbach.com/barebones/barebones.html>

Basic HTML tags

Every web page requires these four items:

<html>...</html>

This set of tags labels a document as HTML. It tells the browser to interpret the contents through the code. This tag begins and ends an HTML document.

<head>...</head>

This defines the header or head of the document and contains information about the page. The content of the head is not displayed on the actual web page and therefore contains only header tags, such as **<title>** and **<meta>**.

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<title>...</title>

This is a required tag that goes in the header. It gives the document a title which displays in search engines and appears in the top bar of the browser window, though not in the document itself.

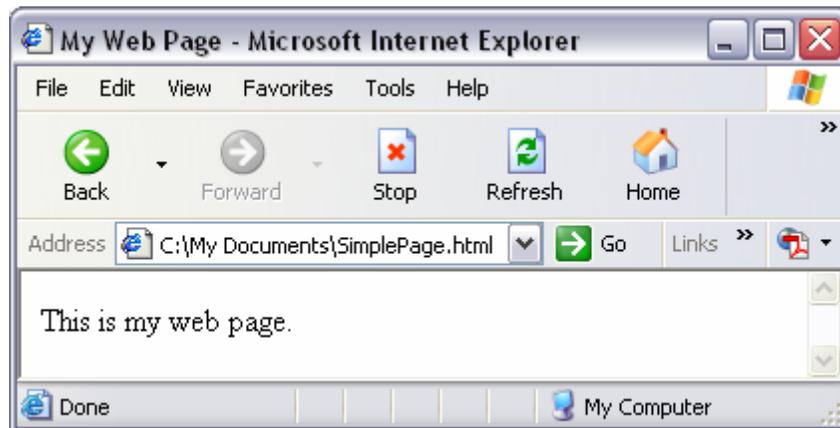
<body>...</body>

This defines the start and end of the document body. It contains all of the document's content which is displayed in the browser window. Attributes in the body tag affect the entire document.

A very basic web page's code would look like this:

```
<html>
<head>
<title>My Web Page</title>
</head>
<body>
This is my web page.
</body>
</html>
```

Below is how a web page with the above code looks.



Head Tags

<meta> (no end tag)

This tag gives more information about the document and goes within in the head of the document. The **<meta>** tag data is commonly used for searches by adding keywords or document description.

The **<meta>** tag takes the *name* attribute. With the *name* attribute, one can designate the following: document author, copyright, description, keywords, and whether or not one would like the document and its links to be indexed by search engines.

<meta name="author" content="Brandi H. Tambasco"> Declares Brandi H. Tambasco as the author of the web page.

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<meta name="copyright" content="2007, Brandi H. Tambasco"> Declares the document copyrighted 2007 by Brandi H. Tambasco

<meta name="description" content="Basic examples of HTML code and its effects"> Provides a brief, plain-language description of the page that may be displayed by search engines. Most search engines only display the first 20 words of the description, so keep this brief.

<meta name="keywords" content="HTML, hypertext markup language, examples"> The comma-separated keywords supplement the title and description for indexing the document.

<meta name="robots" content="index"> Prevents the page from being indexed by search engine crawlers. The values for the content include *index* (default), *noindex* (prevents indexing), *nofollow* (prevents search engine from following links on the page), *none* (same as setting "noindex, nofollow").

Body Tags

<blockquote>...</blockquote>

Block (indented) quotation

<p>...</p>

New paragraph

<hr> (no end tag)

Horizontal line

<h1> ... </h1> through **<h6> ... </h6>**

Bolded header, the font becomes smaller as the number with the h increases

<pre>...</pre>

Preformatted text, maintains its tabs and line breaks, useful for such content as poetry

** ...**

Ordered list, use "type=" attribute to change from numbers to upper/lowercase letter or Roman numerals

...

Unordered list, use "type=" attribute to change bullet style

List item, all lists must include at least one ****

<table>...</table>

Creates a table and requires **<tr>** and **<td>** or **<th>**

<tr>

Table row

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`<th> ... </th>`

Heading that goes in a table cell

`<td> ... </td>`

Data that goes in a table cell

` ... `

Hyperlink anchor, adds a link to your page

To create a link to an email address, use the following code:

`Email me.`

`` (no end tag)

Inserts an image

`<center>...</center>`

Centers information, text, images, etc., horizontally on the page

` ... `

Makes text bold

`<i> ... </i>`, `...`

Puts text in italics

`<s> ... </s>`, `<strike> ... </strike>`

Strikes through text

`_{...}`

Makes text subscript

`^{...}`

Makes text superscript

`<u> ... </u>`

Underlines text

*Note: The last few tags above allow for changes in the text at on a line-based level. To change the look of a large area of a web page document, or a whole HTML element, use a style sheet instead of these tags. See below for more information on style sheets.

Basic CSS

CSS stands for Cascading Style Sheets. Style sheets use a slightly different means of specifying the font; the information for the font size, style and color is stored on one page, and all of the web pages reference this page in the `<head>` section. Style sheets are used to help stabilize the design on all related web pages and are a great way to do

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sweeping web page changes without having to change the code on each individual web page.

For a more basic approach, below is a sample style sheet, which can be pasted into the <head> of a web page document.

```
<style type="text/css">
body {font-family: "Times New Roman", times, serif; background-color: #F0F0F0;}
p { font-size: 12pt;}
a:link {color: red;}
a:visited {color: blue;}
a:hover {color: fuchsia;}
a:active {color: maroon;}
</style>
```

For examples of these elements, please visit my web page:

<http://www.geocities.com/bhtambasco/index.html>

NYSL Reference Books:

For further reference, the Library has several web design books in its collection.

001.6 P The Complete Reference HTML by Thomas Powell

004.678 R Information Architecture for the World Wide Web by Rosenfeld & Morville

004.678 W The Non-Designer's Web Book by Williams & Tollett

005.72 D Elements of Web Design by DiNucci with Guidice & Stiles

005.72 S Web Pages the Smart Way by Sinclair

These items are a bit old, but still provide useful information when used in conjunction with this course's materials.