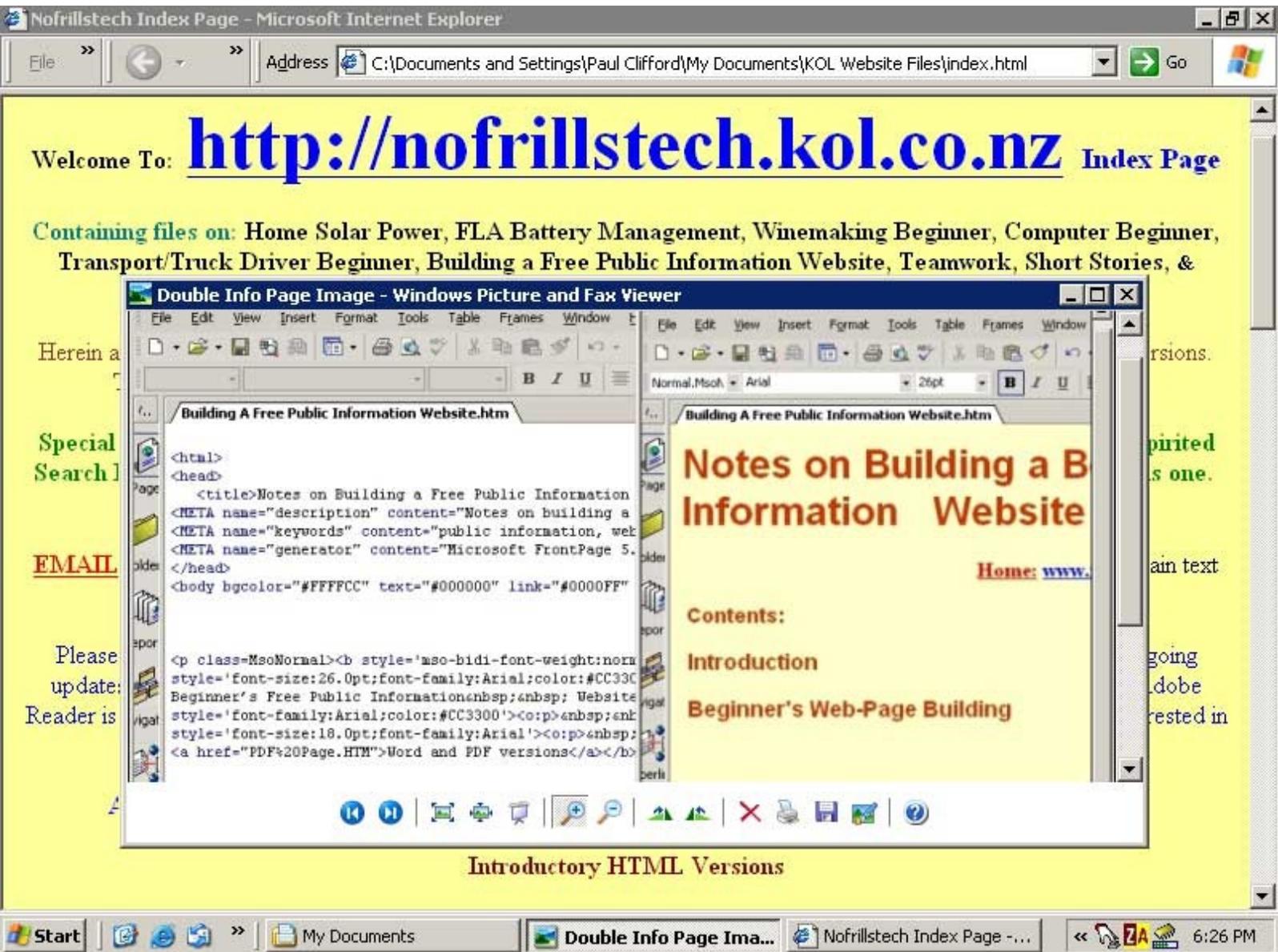


Notes on Building a Beginner's Free Public Information Website Updated 22.9.15



Graphic by Printkey 2000

HOME <http://nofrillstech.net/>

Notes on Building a Beginner's Free Public Information Website

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Introduction: The Web has so much to choose from, and, using the analogy of a game, choice can be expensive and/or misleading if one does not know the 'rules'. Information on the Web may come at a price, sometimes justified, sometimes not, sometimes necessary, sometimes not, but you may only find this out after an irreversible and ill-advised transaction and/or download has been made. Much has to be known **before** Internet connection and access decisions are made, because a change can mean expensive complications, and possible computer contamination if security files are not installed. Also, when using the Web, there can be pitfalls, hazards, scams, and the usual, and even justifiably necessary commercialism. To reiterate, there may be complications, possibly expensive, if a decision has to be reversed.

However, there is still the 'free' web (not to be confused with **uncensored** or **freedom of information** via the web, or any other medium, which still may come at a price to access even if accession is guaranteed), where there may be practical and useful information originating from ordinary people that is not subject to commercial, infotainment, or ideological constraints, or, just propagating extremism.

This free Web includes anything from online encyclopaedias, dictionaries and Google's nascent World Library scan-in, to practical information from those ordinary people who are interested in the pursuit of ideas, and the propagation of quality information. The inherent desire to communicate, to pass on, to teach, is present in our species, regardless of motive or degree of interest, disinterest, vested interest, or bias, and the Web is the most comprehensive means yet developed of propagating such communication, for better or worse.

Nofrillstech, having already benefited from much on the Internet that was free and good, (as in educational, informative, objective, useful, and free of bias), likewise wished to make a similar contribution, however small, to this august body of ever-increasing knowledge that has been posted online for the common good. Thus, the **Nofrillstech.info** website, with a bit of a learning curve, was initiated. **You are most welcome, in turn, to use this information to build your own website.**

For **Nofrillstech**, this new universal library access all began, as for everyone else who seeks a personal means of Web access, with the internet-compatible computer and the costs incurred, the choice of ISP, and the custom software, especially for Internet security. After which there came at last The Search, and, as is often the case, encouraged by some initial free internet time, there came the need to regulate Net usage as more imperatively directed to value for money, value for time, and quality of material accessed. Familiar..?

All this is discussed in the **Computer Beginner's Survival Factfile**, the document that really started it all, having been a record of trail and error computer experience which, having proved useful to family and friends, prompted the whole website-building project. As well, learning along the way about online computer use and web-building, also resulted in the **Basic Website Building** section, appended below. Other potentially topical and useful information has since been included on the main website, as listed on the **Nofrillstech Index Page**, and there are now files in .HTML, .PDF, and .Doc forms to allow flexibility of access. HTML was used just for Index building and to showcase files, the real wysiwyg versions are in Word and PDF formats.

But, website building is not that easy, to say the least, beginning with having, and/or acquiring, useful and relevant information for this purpose as the first step, followed by learning about website building, related skills, and relevant decision making. Then there is the required capability for uploading of files, including Website Hosting, domain name, address, using the uploading program, plus ongoing development and maintenance of the site, and, finally, having the time to put all this together. **This sort of intensive project does involve activities that must be completed once started, so one must ensure allocation of time without interruptions to the work, and most importantly, to trains of thought.**

One important consideration for ongoing peace of mind is that of putting your website on the server of an ISP **different to that of your phone/BB company**, (especially with a dedicated website provider), in case of phone and/or account and/or service dissatisfaction that may lead to a parting of the ways, and the subsequent inconvenience of website re-location. Better to have a set-it-and-forget-it website, (bar the account, of course), that can be accessed from anywhere, either to check or to upload to, such as an Internet Café, and these days, all you need for website maintenance can be loaded onto a flash drive, using **Portable Apps**. The best attributes **any** good ISP can have are reliability, stability, reasonable prices, and good security checks and filters, so, for any Internet or website access choice, word-of-mouth will help to recommend the best provider(s) to choose from.

Strongly recommended is having, and thus paying for, your own domain name, so that changing an **ISP** is much easier, especially regarding site identity. **However, note that changing Domain Name Provider means transferring an Authority Code, plus extra billing, so, choose your Web Host carefully, and for the long term. Also make sure that you are able to understand the Site Provider's hosting system, and usage instructions, before committing.**

Also, a project like this really has no end, as updating with new information will always continue, as well as revision and polishing of existing material, so be warned should you wish to do likewise! If all goes well, it will be an ongoing and satisfying project rather than degenerating into an endless chore. There are also, of course, ongoing costs to be met, but one may assume that this will be cancelled out by virtue of contributions from similar websites that continue to enhance one's own personal digital library.

Along the 'Web Way', some likes, dislikes, preferences and prejudices evolved after **Nofrillstech's Notemaker** studied other websites, so this knowledge was then reflected in the development and final form of the **Nofrillstech.net** Website. This site now hopefully suits most needs as to navigation, colour blindness, printability, links, and with document accessibility in three differing formats. The **Word** format was included to make personal custom editing easier, there being no copyright on **Nofrillstech's Web Pages**.

Proofreading web-pages is, of course, very necessary, and preferably undertaken by a third party. **Print out to proof-read** is a wise rule, especially if reading from a screen is distracting. **Nofrillstech's Notemaker** has dyslexia, especially regarding symbols and numbers, so there tends to be garbled sentences and odd mis-spellings, and there is no readily available proof-reader in this instance. The best editing, therefore, necessarily follows a break of several days after the original writing. In the matter of links, which require exactness, some hard proofreading lessons were also learnt, **so a good friend to have is a reliable web link checker, as noted below. Link-checking of a multitude of outside links is an almost impossible chore if it was to be undertaken manually.**

Website building and managing can either save or destroy an obsessive or perfectionist personality, so be warned about that, too. There is always something more that can be done, but sensible cut-off points must be reached. A problem for **Nofrillstech** in particular has been, despite the conviction that current work was 'finished', the subsequent act of uploading, and the relief following, would free up more thinking, and so another change would directly follow. At least the website changes could be readily made, including some tardy proofreading error corrections, unlike that which may happen after an exam, which the moving hand hath unchangeably written, and second thoughts simply taunt and torment because nothing more can be done to correct errors and oversights! Of course, the more you learn, the more you realise what there is yet to be known, and the more that you may forget or overlook when recalling what you do already know, these being known eternal knowledge conundrums for those who seek to push these limits, and this applies to website building as well!

In terms of website style, **write for the readers you have in mind**, do not bother to be all things to all people, **if there is definite interest in what you are providing, then there will be specific questions asked to access the information.** Avoid lowest common denominator communication, as this will ultimately be self-defeating as to quality of, and interest in, your own particular contribution. **Avoid unnecessary levels of complexity, especially important for a business website.**

Your readership will rise, and when this does so, and remains steady, with stable statistics of return or time spent on the site, then all is well. Questions asked in Search Engines will continue be handy references for data addition, or improved presentation. **Hits are only recorded on HTML pages by counters**, so you may safely assume that if your site has a mix of file formats and individual links, there will be unrecorded hits that could be the same, or even greater, in number than those made just on the HTML files.

If your website is free, then you will be writing most likely for your own interest and pleasure, as well as for cultivating the added rigor that teaching or informing others will generate in order to reach your best possible standard. Before bean-counting interfered with the running of Universities, many great research papers were written by those with reasonable financial support who were left to their own devices in the pursuit of objectively derived knowledge, and the same principle of self-motivation will, no doubt, apply to your own valuable website contributions. **Nofrillstech** also humbly seeks to follow in that great tradition!

So, to sum up the motives behind the establishment of **Nofrillstech's** own Public Information Website: Perhaps some young and budding genius will find useful data herein on their way to greatness and fulfilment of potential, who knows? Someone else may gain insight into a prospective hobby or pursuit, or in some other minor way, the world could be changed, hopefully for the better. Plus there was always that obligation felt to make a mutual contribution, as others have done, to that ever-growing universal Free Web. Although **Nofrillstech** has no pretensions as to high academic standards, sometimes, just standing on the shoulders of a passing intellectual pygmy could give a handy informational boost when needed!

Reflections on Managing a Long-Term Public Information Website

Nofrillstech.net has been 'Out There' now for 15 years, as of 2016, with alterations, identities, and complications, of one form or another, over that time, see also **Notes on Building a Free Public Information Website**, above. **The 23rd of October 2001** was the original launch date, and the original file was the **Computer Beginner's Management Survival Factfile**.

Points to be made, after NFT's experiences:

- 1) **Define your fields**, consider implications, and most importantly, know your subject(s).
- 2) **Consider the readership that you really want**, and write for that readership, lowest common denominator communication will not be worth your efforts, if you are writing to get your message read by an intelligent group. Frankly, the internet is both the world's biggest Library, and/or, biggest garbage dump....?
- 3) **Plan for size, scope, and complexity**, think ahead, even if you do not have a crystal ball....
- 4) **Research widely and properly**, whatever the sources, and be aware of copywrite exigencies, always name sources of whatever seems to be original material.
- 5) **Adding supplements to existing topics**, especially if updating is ongoing, rather than constantly expanding existing web pages, in whatever form. Technological developments are a good example, eg, if just keeping up means re-writing the manual, then do so with supplements, save yourself much drudgery and possible mistakes, plus, the original documents are still remain a useful reference point.

- 6) **Invite comments, critiques, invitation papers**, as per the Wikipedia model..? Although actually giving access to others to change your website texts would be ill-advised.....?
- 7) As per **Notes on Building a Free Public Information Website**, **be sure you subscribe to a reliable website provider**, pay for as long as you can afford, to lower costs, and, be you own Webmaster, or, appoint someone reliable, do not subscribe to commercial venues and interests, if possible.
- 8) **Use Statcounter, or similar**, to track both hits, and most importantly, web search questions, as these can offer further ideas, as well as scope useful metatag editing. **Metatags still matter, OK!**
- 9) **Note that you do not need permanent Internet connection** to set up, and service, a website, just a reliable source of regular connections, that also support FTP transfer. Internet cafes, and cafes with Internet, backpackers, etc, are good candidates, plus, Libraries that support FTP uploading, and other educational institutions also, if being attended or visited. NFT has never had more than a few months over the ensuing years, with domestic Internet access, and, much Internet access has been whilst travelling overseas, as well, involving venues as above.
- 10) **Fortune favours the prepared mind**, a wise adage courtesy of Louis Pasteur, so, take a notebook, pen and flashdrive with you always, engage in useful conversation, regardless of point-of-view, read widely, of course, and generally keep your mind's 'radar' tuned to your particular knowledge interests.

General comments: NFT has benefitted from free, or at least, readily available information and other resources, from The Web and more traditional sources, so, to repay this, NFT maintains, in turn, a Free Public Information Website. NFT does not care for the current trend of a price for everything, especially knowledge and services that benefit society in general. Censorship is a moot issue, when considering Internet regulation, but, commonsense, and good taste, should at least act as personal arbiters, surely..?

The NFT website also has become a knowledge referral source for related questions often asked, being something of a relief, actually, and the knowledge that those who really did want to research would look up relevant information. Furthermore, no time was then wasted on those who were really not interested in furthering their knowledge, and /or recording and remembering what they do learn.

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Computer Beginner's Website Building: Not so complex as one may think, however, there are a few basic principles upon which the webpage is built:

1. Obtain a simple and inexpensive or free html-based web-page editing program to begin with, online is a good place to start. You may have some extra work with the text formatting, but the more sophisticated programs that ease that burden can be extremely expensive, unless you can gain informal access. HTML coding itself is really for the aficionado or the professional, although very useful if you can learn it, of course. [NvuHTML\(f\)](#), aka [Komposer](#), (also available for Linux), is very well set out for the beginner to use, and [Free Serif Software](#) has a useful suite of programs that are also worth trying, including an .html editor. [Nofrillstech's](#) own HTML pages are set up with [NvuHTML](#), also utilising the following basic heading, title, description, and keyword metatag code entries, that can be pasted directly into the top of the page:

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.0 Transitional//EN"          (See also DocType Choice)
'http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd'>
<head>
<title>*</title>
<META name='description' content='*>
<META name='keywords' content='*>
</head><body>
    <!-- ... body of document ... -->
</body></html>
```

(Note that the DocType heading code is important to comply with newer web page identification standards; HTML is becoming XHTML, and will eventually be XML. Note that this code extract example must also evolve and change, so consult, OK!)

2. There should be a Website folder established, with a main page called **Index.htm(I)**, and this folder will incorporate all the other pages, .doc, .rtf, .htm, .pdf, .wav, .au, .avi, etc., that are also linked **to this main page** by specific hyperlinks, or more correctly, intralinks within the subtitles titles on the main **Index.htm** page, and the **Home** links on each separate linked page. Call this main page '.....**Index Page**' in the HTML meta tag title as well, and in the normal view format, to aid indexing. This is the page which opens with hits, has the title and email links, is the gateway to the rest of your website, and, of course, is the indexed link that relates to the rest of the Web. '**Home**' links can in two versions, viz, an optional one for working within the main folder, as **Index.htm**, and, for **online 'Home'**, a **must-have link** with the site's **Web address**. Use **Bookmarks** and **Hyperlinks** for intra-links **within** HTML pages, and Hyperlinks **between** pages and other sites. **Note that .rtf format** may enable more universal use of proposed editable files, and [Microsoft Word Viewer](#) will enable more universal access of files in WORD format. [Kingsoft Office](#), and, [LibreOffice](#), (also available for Linux), will also read and save to MS Word format. **Note that letter-case sensitivity can be important, depending on particular editing programs, and web-hosting standards.**

3. **File names** should be kept as simple and distinct as possible. Use the same case, upper or lower, as standard, being easier to remember, (very important for the **index page** recognition), as well as for uploading purposes. Be exacting in this regard, and you should start the way you mean to go on, so do plan your own file and folder indexing carefully.

4. Keep a separate file of all relevant documents as they were **before** conversion to their Web form, they will continue to be the basis of any updates and revisions.

5. A website should be available from your ISP, charge optional, and possibly free as part of their service. **However, you could consider** separate hosting, and a domain name of your own choice, from a dedicated website provider, purchased for reasonable prices, and ongoing per annum charges. This will be processed more effectively by search engines than a name attached to a third-party provider, and may be more suitable for, and justified by, any business interests. Conceive a concise, **catchy** website name, and try your name **informally** first to see if it is unique, or at least distinct from others, then try **formally** via the site provider as a last test to see if the name is available in the form that you have chosen. Your name will be assessed for priority of use, **so have a back-up ready**.

6. A separate basic uploading program is required, and freeware versions are available online; [Nofrillstech](#) uses [CoreFTP Lite\(f\)](#), which has clear, well-ordered layouts, and is easy to use once set up with server address, user name and password. Your provider will issue extra instructions about logging on, but you must know how your own particular uploading program works. [Firefox](#) offers [FireFTP](#) as a plugin, plus, [BareFTP](#), both are also available for Linux.

Be sure of ftps, https, and/or wwws, etc, as required for the website address, and also for the main index file, e.g. whether it will be called Index.htm or index.html, etc., again, do note that such details can vary from server to server, including case sensitivity. Intra-links are also just as important as outside links. These small details **must** be correct before website completion to enable successful access, and to forestall extra work on link correction. **You may need to keep notes as you progress if the website is large or complex.** If in doubt about a detail, have the site provider send you an email with the necessary site identification data **literally in black and white**. **Also, to reiterate, be very sure that you are with a stable provider as well**, and choose carefully, because changing addresses and all the other page and site details, as well as re-establishing site identity, is exacting and time-consuming. **Been There, Done That! A Domain Name is advised, OK!**

7. Search Engine indexers that will link your pages to wider Search Enquiries may be free, or not, depending on your choice of, or need for, exposure to the Web. [All Links](#) should be well thought out, use titles of up to five words, and **NOT** just '**click here**'. **Search engines index hyperlinks, as well as metatags, so make them count**, and also keep up-to-date on any advice that will attract and enhance the attention your web-page needs. There are many others like you Out There as well,

striving for website indexing priority, and the list is growing!

8. Nofrillstech has subsidiary .htm index pages that are, in turn, linked to individual Word and PDF Pages, this was done for simplicity of organisation and search, and to provide easily recognisable landmarks. This choice is entirely arbitrary and personal, you may prefer a different layout. The PDF pages use the **Back** arrow to return to their respective subsidiary Index pages, which are, in turn, linked by **Online Home** hyperlinks to the primary Index.htm page. **Email links** and **Hyperlinks** are inserted, as such, via the web-building program. **Note that having as few clicks as possible, within a site, is strongly advised for user-friendliness. in order to access the main content.**

9. PDF pages are slimmed down, easy to maintain and upgrade, and provide **WYSIWYG** printouts of complex pages, online or otherwise, so for **Nofrillstech**, all the HTML pages are just the initial web interface, and provide a facility for introducing the PDF content, as well as the editable Word pages. **PDF995 in two parts** was used for the PDF conversion task, see **Bootcamp 292 for information about PDF995, and also the PDF995 Homepage.** **PDFCreator** is just as effective, if a bit slower, and is thriftier as to final file size; both will embed full page and email links, if these are required. (Similar programs are available for Linux usually as part of Office equivalents.) **Kingsoft Office** and **LibreOffice** will both embed all links as live with their PDF Export. Note that **PDF file names should 25 characters maximum.**

10. Images in the **Nofrillstech Pages** are rudimentary, but sufficient for their purpose. Your own graphics programs will provide various types of image-making formats, resulting in web-compatible images which your web page-building program will incorporate into relevant web pages. You should expect that graphics processing and editing will be necessary to slim down image formatting suitable for economical Web publishing. Check all images before and publishing them, you will be surprised at how much formatting can be shed without loss of noticeable image integrity. **Adobe Photoshop** and **Jasc PaintShop,(\$)**, plus **GIMP** and **Irfanview**, (f), (also available for Linux), are all examples of graphics processing programs. But remember, there is a difference between dial-up and broadband as to speed, in dealing with graphics, and, until the world is all broadband, the standard for file downloading speed will still be dial-up, if you are serious about having an optimal readership. **Do not overdo the graphics, and reduce bulk for Web publishing!**

11. Metatags and page titles should be utilised, they should also be concise and catchy, though not exhaustively descriptive; your Search Engine(s) of choice may issue specific instructions. **The Open Directory Project, Google, Yahoo, Teoma,** and **Alta Vista** serve Nofrillstech, as a free public information site, very well indeed; all tags and titles have been tailored to their specifications, and there are no pages duplicated elsewhere. Go to directly their sites to submit your title, address, and contents. Commercially-oriented sites may have special-case criteria, up to you to confirm; a metatag and ranking program is also useful, eg, **IBP. Use View, Source, to check code entries of other websites for comparison.**

12. Formatting, spacing, fonts, colours, hyperlinks, image placement, etc., are basic to all web-building programs, easier with the more sophisticated and expensive versions, and you just have to learn as you go, but this is usually straightforward. Use common palette 'web-safe' colours that do not vary with different O/Ss. Remember those who are colour-blind, **avoiding, if possible those colours which, if used in combination, cause colour-blindness difficulties.** Also test your pages as black and white, or 'grey-scale,' to check for optimal contrast.

Try not to contrive a web-page that is cumbersome to open, (usually because of overdone graphics, see **10** above)), especially for dial-up readers, or overcomplicated and/or continually changing as to navigation for any category of reader. Remember that there will also be readers who may not have your language as a first language, so site navigation instructions, at least, should be clear and concise.

In general, make your site attractive, easy to navigate, interesting, and updated at reasonably frequent intervals, so that you build a body of frequent and/or repeat readers. Your hit-register program will probably inform you of repeated visits, and their duration, which will reflect the interest and effectiveness of your site for others who visit. (See also **15** below, for a short description of **StatCounter**.) **StripFile** will remove extraneous HTML formatting, and for **advanced** HTML faultfinding and editing, that also improves Search Engine processing, **CSE HTMLValidator Lite** will be most useful and easy to operate.

13. Extra PDF custom programs include **Solid Converter PDF 1.0(\$)** which also converts PDF files back to Word, **PDF Compress** and **PDF Info** are also useful PDF file management tools, and all are freeware. **Note that PDF file creation and manipulation require optimum RAM, and believe it, OK! This would also apply to graphics. An important tip, when converting documents to PDF** from other formats, especially large files, is to finish editing the document that you wish to convert, then save and close before reopening and converting, before saving, and then close again. After that, open the PDF version, (unless this is automatic), and check for any errors. **If corrections are to be made, do so, and repeat the same procedure until all is well.** ((Similar programs are available for Linux usually as part of Office equivalents.)

A fact of life with PDF files is that conversions may need to be repeated until stability is finally achieved, especially after major editing of the original. You may also need to fiddle with Page Setup, fonts, line spacing, text wrapping, and page breaks, just to keep within pagination boundaries, or settle for another repagination. **Heuristics Rule, OK!**

The reason for closing and re-opening before PDF conversion is made clear if you work with **Show Hidden Files** activated, as ghost/temp copies are made each time you save, and the conversion process may pick up on one of these files instead of the saved document that is to be the final version. Thus, if you save and close before conversion, any ghost files from repeated saves are then wiped. (This may also apply in other formats, programs, and processes, so do try the procedure if there is something odd happening to your best versions!) You should also ensure all files, large or small, **are fully opened before working on them.** A prior Defrag would also aid large PDF or graphics file manipulation with marginal system resources, as would prior RAM cleaning.

14. The individual file indexes shown in your upload program, both on the computer and actually online, should be compared, before and after upload, to ensure that there are no errors, and that the latest editions are being **fully** uploaded. **So, always remember, check file names, sizes, and dates when uploading,** note that PDF files may shrink formatting with repeated manipulation, without losing visible data. For initial uploads to a website, **upload your index.htm(!) first,** to test for correct placement. **Seek advice from your Website Provider if upload instructions are not clear.**

Sometimes there are also breaks when uploading, and you should always be in attendance to see that all goes well. Following uploads with online site checking is also recommended, as is periodically posing questions of various search engines to see how your page will fare in their ratings. An upload log will be very useful as a record both of what was done, and what is intended, and as a reminder of both. **Printkey** renditions of your upload indexes provide a useful record, too. However, do not expect too much too soon after initial online establishment, and be patient, as search engine indexing will take time, but all will be well if you have made a good job of keywords and metatags. Consult with friends, or research other similar sites, to see how you can improve the effectiveness of your own site layout and publicity, and hit monitors will provide useful information about search questions and keywords as well. Keep your website busy, if practicable, and notify of changes and updates. As ever, practice will make perfect, and the prospects really are endless for web-site building should you wish to go beyond the mere basics.

One universal tip is to always follow up any uploads put online to check formatting, especially when using PDF, to ensure that all formats hold true during the transition to website posting. Very good for the self-confidence to see all the editing and general crafting intact, very bad for the self-confidence to see easily avoidable glitches online, especially a few weeks later after posting! **Observation aids record-keeping, which aids pattern recognition, which in turn aids problem solving, axioms applicable to all computer endeavours, including website management.**

15. W3C Link Checker/W3 Validator(f) is a website checking and validation service which will check HTML links on your website, well worth the visit to see what they have to offer, similarly **LinkTiger**. **Xenu Web Sleuth(f)** will check all links, including intra-links. **SEVENTwentyfour(\$)** is a commercial HTML testing version, and regular emails direct your attention to relevant matters. **TidyHTML** will do just that, with your help, and pre-supposing you have the necessary basic coding knowledge.

StatCounter is highly recommended as an excellent website counting and analysis service for keeping track of webpage hits and usage. Page codes utilised by this service record visits to HTML pages, and thus, reader-navigation progress. Useful information for further website development can be gained from reading the original **Search Enquiries** as recorded, as well as the **search keyword** lists. There are also lists of visitors, their countries, data on popular rankings of Pages, totals of Hits, and Visitors both first-time and returning, visit duration, plus keyword analysis, which all assist with fine-tuning site attractiveness and utility. There is a basic free version, and reasonable charges for further upgrading and increased information access and analysis. **Google Analytics** is another freeware version.

16. Access to your website for uploading via your **original** ISP will require a program such as **GRIC** if you are beyond the range of normal Internet telephone connection. **However, any ISP connection, anywhere, will suffice just as long as you can access your Web Host on the Internet, and then you just activate an FTP uploading program in the usual way.**

Finally, there are many good books on website building, both in libraries and bookshops, by individuals, or, on behalf of software companies. For a good and brief introduction, try **Collins Gem: Creating Web Pages**, A. Gray, Harper-Collins, 2...., ISBN **0004724771**, if you can find a copy, before moving on to greater and more expensive choices of books on building specific website forms. By then, you will know more about what you wish to accomplish, and can select books accordingly. Often magazine discs have useful Web-related program freebies to assist the beginner, as well. A good **HTML** reference is **How to do Everything with HTML**, J. Pence, Osborne 2....., ISBN **0072132736**. **TheSiteWizard** has a very detailed guide to website building and related subjects.

For more advanced website building:

How to Do Everything with Dreamweaver MX, M. Meadra, Osborne 2... ISBN **0072224703** (professionals' choice)

More detailed version:

The Complete Reference Dreamweaver MX, West & Muck, Osborne 2..., ISBN **0072195142**

August 2007: Note that Web-standard hypertext markup language continues to evolve, from HTML to XHTML, and then eventually XML will be the prevailing standard....? Essentially, XHTML is now the bridge, **so be sure that your HTML editors, whether freeware or otherwise, are at least developed enough to meet XHTML standards, and also updatable.**

Two useful XML references for the future:

XML by Example Ed. II, B. Marchal, QUE 2002, ISBN **0789725045**

XML & Web Services Unleashed, R. Schmelzer et al, SAMS 2002, ISBN **0672323419**

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BASIC IMAGE PROCESSING WITH ADOBE PHOTOSHOP

IMAGES FOR INCLUSION IN HTML DOCUMENTS

- OPEN ADOBE PHOTOSHOP
- FROM **FILE**, OPEN THE PHOTO OR IMAGE YOU WANT IN THE PHOTOSHOP IMAGE WINDOW
- NEXT GO TO **IMAGE**, THEN TO IMAGE SIZE
- THEN ENTER THE SIZE AS NEEDED

AFTER THIS IS DONE:

- CLICK ON **FILE**, THEN
- CLICK ON **SAVE FOR WEB**

THE MENU WILL THEN COME UP WITH THE SIZE OF THE FILE AND WHETHER YOU WANT IT TO BE A **JPEG** (PHOTOS), **OR GIF, BEST WITH LOWER QUALITY FOR BYTE QUANTITY.**

- **MAKE SURE YOU SAVE THE IMAGE IN THE WEBSITE FOLDER THAT YOU ARE CREATING OR STORING THE WEBSITE FILES WITHIN.**
- **ALWAYS MAKING SURE THE IMAGE IS RENAMED AFTER IT IS ALTERED USE ONE LETTER CASE ONLY, NOT MIXED CASE.**

AFTER THIS IS DONE YOU HAVE AN EDITED PHOTO READY TO BE PUT INTO A WEB SITE:

- **THE NEXT STEP IS TO OPEN, WITH YOUR HTML PROGRAM EDIT FACILITY, THE PAGE YOU WANT THE PHOTO TO APPEAR ON**
- **PUT THE CURSOR WHERE YOU WANT TO INSERT THE PHOTO**
- **GO TO TOOLBAR, THEN INSERT, PICTURE, FROM FILE, A WINDOW WILL OPEN, etc.**
- **FIND THE SPECIFIC PHOTO IN THE WEBSITE FILE, CLICK OK, AND/OR DOUBLE-CLICK, THEN SAVE THE PAGE**
- **CLOSE THE PAGE AND THE WEBSITE FILE, THEN OPEN WEBSITE THE FILE, AND THEN TEST THE PAGE BY OPENING IT ONCE MORE.**

IMPORTANT NOTES:

WHEN SAVING THE PHOTO OR IMAGE, MAKE SURE THAT ALL THE NAMES OF THE PHOTOS PICTURES ARE **EITHER UPPER OR LOWER CASE.** YOU CANNOT HAVE A CASE MIXTURE BECAUSE WHEN YOU UPLOAD, THE FILE WILL NOT BE READ BY THE WEB SERVER.

MAKE SURE WHEN YOU ARE READY TO UPLOAD THE PAGE, THAT **THE IMAGE FILE IS UPLOADED AS WELL INTO THE ONLINE WEBSITE FOLDER,** OR THE WEBSITE PAGE WILL SHOW THAT LITTLE RED 'X' AND LINES WHERE THE IMAGE WAS SUPPOSED TO BE.

FOR IMAGE INSERTION INTO WORD DOCUMENTS, SELECT THE IMAGE, PROCESS THE IMAGE AS ABOVE, COPY, PASTE TO CURSOR, DROP, AND THEN SAVE THE FILE. **THE IMAGE WILL THEN BE SAVED WITHIN THE PAGE,** HOWEVER, NOTE THAT **RE-SIZING ON THE PAGE** RISKS DISTORTION. THE DOCUMENT WILL ALSO CONVERT TO PDF WITH THE IMAGE INTACT. THEN UPLOAD EITHER FILE TYPE AS NORMAL.

FOR **FAVICON-MAKING** INFORMATION, A PHOTOSHOP PLUGIN, AND MUCH MORE EDITING INFORMATION, SEE [Photoshop Support Tutorials](#)

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