SCOTT MITCHELL

Fourth Edition

Create Your Own Website

8 Easy Projects in full color

Family or Personal Website • eBay Store to Sell Products • Online Storefronts • Websites to Share Images • Blogging Websites • Creating a Profile on MySpace • Social Networking with Facebook • Posting Video on YouTube

SAMS

Create Your Own Website

Copyright © 2009 by Pearson Education, Inc.

All rights reserved. No part of this book shall be reproduced, stored in a retrieval system, or transmitted by any means, electronic, mechanical, photocopying, recording, or otherwise, without written permission from the publisher. No patent liability is assumed with respect to the use of the information contained herein. Although every precaution has been taken in the preparation of this book, the publisher and author assume no responsibility for errors or omissions. Nor is any liability assumed for damages resulting from the use of the information contained herein.

ISBN-13: 978-0-672-33002-5

ISBN-10: 0-672-33002-4

Printed in the United States of America

First Printing: August 2008

Trademarks

All terms mentioned in this book that are known to be trademarks or service marks have been appropriately capitalized. Sams Publishing cannot attest to the accuracy of this information. Use of a term in this book should not be regarded as affecting the validity of any trademark or service mark.

Warning and Disclaimer

Every effort has been made to make this book as complete and as accurate as possible, but no warranty or fitness is implied. The information provided is on an "as is" basis. The author and the publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damages arising from the information contained in this book or from the use of the CD or programs accompanying it.

Bulk Sales

Sams Publishing offers excellent discounts on this book when ordered in quantity for bulk purchases or special sales. For more information, please contact

U.S. Corporate and Government Sales
1-800-382-3419
corpsales@pearsontechgroup.com

For sales outside of the U.S., please contact

International Sales
international@pearsoned.com

Library of Congress Cataloging-in-Publication Data

Mitchell, Scott.
Create your own website / Scott Mitchell. -- 4th ed.
p. cm.
ISBN 978-0-672-33002-5 1. Web sites--Design. I. Title.
TK5105.888.M57 2008
006.7'8--dc22

2008030148

Editor-in-Chief
Karen Gettman

Executive Editor
Neil Rowe

Development Editor
Mark Renfrow

Managing Editor
Patrick Kanouse

Senior Project Editor
San Dee Phillips

Copy Editor
Amanda Gillum

Indexer
Tim Wright

Proofreader
Karen A. Gill

Compositor
Gina Rexrode

Technical Editor
Todd Meister

Publishing Coordinator
Cindy Teeters

Multimedia Developer
Dan Scherf

Book Designer
Gary Adair

INTRODUCTION

Welcome to *Create Your Own Website*!

As the popularity of the Internet and the World Wide Web have risen since the beginnings in the early 1990s, virtually all businesses have established an online presence. Many individuals, too, have left their imprints on the web, creating a website for their family or posting pictures of their vacations. If you want to join the millions of people who have created websites but fear you lack the background or expertise for such an endeavor, this book is for you!

In this book you see just how easy creating a website can be. The CD included with this book contains professional website templates and a free web page editor. With the web page editor, you can quickly and easily customize the provided templates into your very own personal websites. Using the web page editor is as simple as using a word processor program. It's just point and click!

Since there are a number of different types of websites on the Internet, this book's CD includes templates for different types of sites. Specifically, the provided templates let you quickly create the following types of sites:

- **Family websites**—With a family website, you can share pictures of you and your family with friends and members of your extended family.
- **Hobby websites**—A hobby website allows you to share your hobbies with others who have similar interests.
- **Community websites**—With a community website, your church, club, bowling team, or other group or association can post information, schedules, pictures, and other pertinent information.
- **Online storefront website**—Sell products online by accepting credit card payments with an online storefront site.

In addition to showing you how to build your own websites from the ground up, this book includes chapters on how to use existing web-based services to quickly create common websites. Specifically, you'll see how to

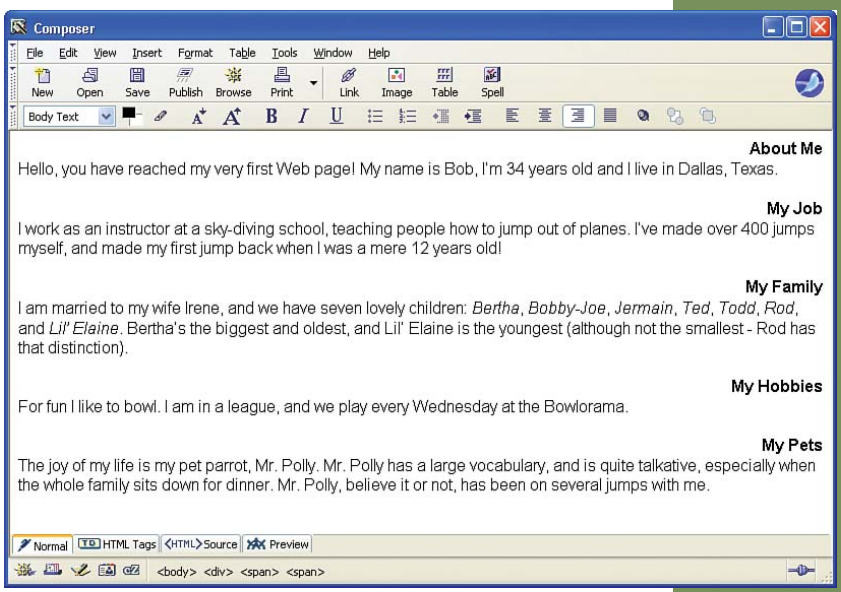
- **Sell products at eBay Stores**—eBay Stores are a quick and easy way to start selling products online. With eBay Stores, your products are listed on eBay.com, and payment processing is handled for you by eBay. You simply list your products for sale and ship them when purchased!
- **Publish content online with a blog**—A blog is a type of website designed to allow users to quickly and easily publish content online. Blogs are springing up all over the World Wide Web, used by both individuals and businesses alike.
- **Share your digital pictures**—You've just gotten back from your vacation to Tahiti with gobs of digital pictures. How do you easily share these beautiful pictures with your friends and family? Digital picture sharing websites make it easy to upload your pictures and share them with select friends and family.
- **Create a home page on MySpace**—MySpace is one of many "social networking" websites, where visitors can stay in touch with friends, meet their friends' friends, and make new social contacts. In addition to maintaining and growing your network of friends, MySpace makes it easy for you to create your own web pages, post pictures, share music, and host a blog.
- **Share your videos on YouTube**—With today's video cameras, it's easy to upload your home videos to your computer, where you can watch or edit them. Once a video is stored on your computer, you can upload it to YouTube and share it with a worldwide audience.

- **Build your social network with Facebook**—Facebook is another popular "social networking" website, like MySpace. Unlike MySpace, Facebook allows users to join one or more networks which are organized by facets like geographic region, employer, and school. It's a great site for catching up with old friends from high school or college, as well as an excellent resource for making new friends at your company or in your neighborhood.

Whether you want to build your own, unique website or use a pre-existing web application, you learn everything you need to know to start building your own website today with this book. Get ready to see just how fun and easy it is to create your own website!

CHAPTER 1

Creating Your First Web Page



Have you ever wanted to create your own website but thought that the task was too daunting? Do you think that only folks with years of computer training and experience have the knowledge necessary for building web pages? These are common misconceptions that many people have. With the right tools and information, creating websites is as easy as pointing and clicking! If you are interested in quickly creating a professional-looking website, then you've picked up the right book.

NOTE

Don't have website building experience? Don't worry! This book's CD contains professional website templates that you can use to build your own website within minutes. You also learn how to use existing website applications to sell products, publish content and videos, and share images online.

This book includes a CD with website templates, along with software for editing the web templates. This chapter looks at the fundamental building blocks of websites and then steps through the installation process of SeaMonkey, the web page creation software included on the CD. The next chapter examines the necessary steps to create a website and shows how to move the web page templates from the CD to your website. Chapters 3 and 4 illustrate how the templates on the book's CD can be customized to create your own website.

In addition to the website templates, Chapters 5 through 10 examine online tools that assist in creating websites. Specifically, you learn how to sell products through a website using eBay Stores and publish content through a blog at Blogger.com. You see how easy it is to share photos and videos with friends and family via Snapfish.com and YouTube. You also learn how to get started with two popular social networking sites: MySpace and Facebook.

While there are literally millions of websites available on the Internet, virtually all fall into one of three categories:

- **Family/Personal Website**—Keep your extended family and friends up to date with the latest happenings of your family.
- **Online Storefront Website**—Sell products and services online! A great revenue stream for home-based businesses.
- **Content Publishing Website**—Publish your content on the World Wide Web. Be it your poetry, your political or philosophical views, or your hilarious home videos, by distributing your content online, you open it up to a potential worldwide audience of millions.

As you'll see, creating websites that fall into any of these three categories is a snap with the provided templates and website tools. To get started, all you need is this book, its CD, and access to a computer with Internet connectivity.

"Creating websites is a snap with the provided templates. To get started, all you need is this book, its CD, and access to a computer with Internet connectivity."

The Components of a Website

In your experiences with the Internet, you've likely visited several different websites. Some of the more popular websites in terms of the number of people who visit the site on a daily basis include Yahoo.com, CNN.com, Google.com, Amazon.com, eBay.com, MSN.com, and others.

To visit a website, you must have an Internet connection. Virtually all computers in places of business have an Internet connection, while millions of home users connect to the Internet through services provided by companies such as AOL, MSN, EarthLink, or local cable or telephone providers.

NOTE

Companies that provide Internet connectivity—such as AOL, MSN, and others—are commonly referred to as *ISPs*, which stands for *Internet service provider*.

Visiting a website from an Internet-connected computer is a cinch. Simply open up a ***web browser*** and type the ***domain name*** of the website into the web browser's Address bar.

NEW TERM

Each website has a unique *domain name*. To view a particular website, a user simply types the domain name of the website she wants to visit in her browser's Address bar. We'll discuss the purpose of domain names in more detail shortly.

Figure 1.1 shows a screenshot of Amazon.com's website when viewed through Internet Explorer.

Notice that Figure 1.1 has the browser's Address bar circled. To visit Amazon.com simply enter the domain name of the site—www.amazon.com—into the browser's Address bar. That's all you have to do.

Before you begin creating your own web pages, it is vital that you know of the basic components inherent to all websites. Specifically, all websites are made up of the following three components:

- **A Web Server**—A web server is an Internet-connected computer whose sole purpose is to provide a location for the web pages of a website and to handle incoming requests for these web pages.
- **A Domain Name**—A website's domain name is a unique identifier for a website, much like your mailing address is a unique identifier for your home. A website's domain name identifies the web server on which the site's web pages are located.
- **Web Pages**—A collection of files that make up the content of a website.

Serving Web Pages with a Web Server

All websites are located on a special type of computer referred to as a ***web server***, which is an Internet-accessible computer that holds the contents of the website.

When visiting a website through a web browser, the web browser makes a ***request*** to the web server that hosts that particular website. The web server then returns the requested web page to the browser. Finally, the browser displays the web page, as shown in Figure 1.1.

Figure 1.2 details this interaction from a high-level view.

If the details of this interaction seem a bit hazy, don't worry; you don't need to be concerned about the specifics. For now, just realize that the contents of a website reside on a remote computer that, like your computer, is connected to the Internet. The browser obtains the contents of the website you are visiting by making a request to the site's web server. The web server returns the web pages being requested, which are then displayed in the browser.

Understanding Website Domain Names

Did you know that there are literally *millions* of websites in existence? To visit a particular website from the list of millions, it is vital that all websites be uniquely identified in some manner. The way websites are uniquely identified is by their ***domain name***.

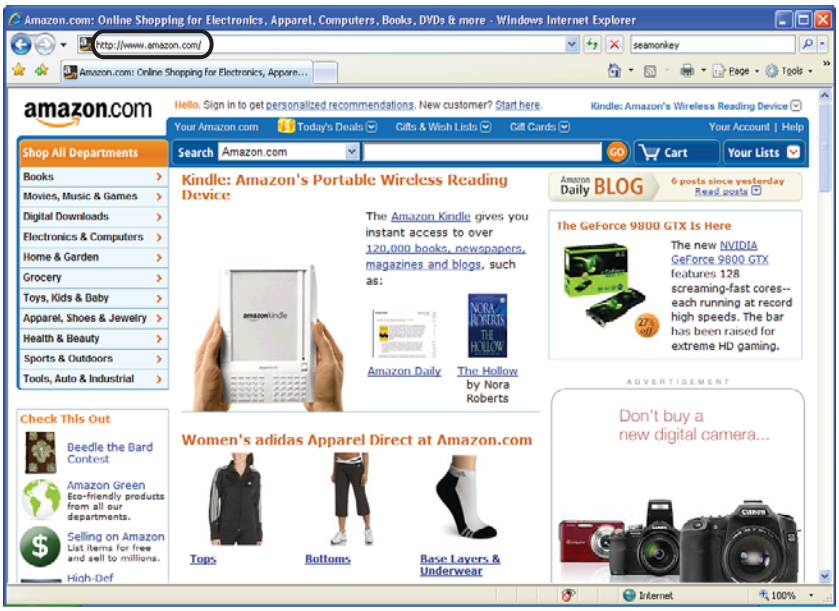
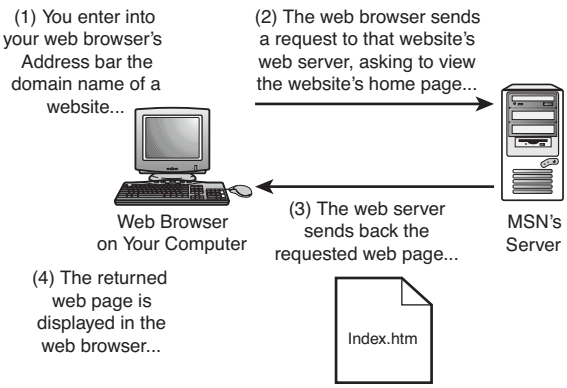


FIGURE 1.1

Amazon.com is displayed in the web browser.

FIGURE 1.2

Visiting a web page involves a request to a web server.



A domain name is, ideally, an easily remembered phrase, like eBay.com, Yahoo.com, or CNN.com. All domain names end with some sort of ***extension***, which is a period followed by two or more letters. Most domain names end with extensions like .com, .net, or .org. Other extensions are available, though.

NOTE

Domain names provide a means to uniquely identify a website.

Web Pages, the Building Blocks of a Website

Web pages are the atomic pieces of a website; each website is a collection of web pages. When visiting a website with a web browser, what you are actually viewing is an individual web page.

On a website, each web page is, in actuality, a separate ***file***. A file is a document that's stored on a computer. For example, if you use Microsoft Word to write a letter to your nephew, you can save the letter. This saved letter is referred to as a file.

You can request a particular web page from a website by typing the web page's URL into a web browser. You don't have to type in a URL to view a web page. As we saw earlier in Figure 1.1, typing in *just* the domain name of a website displays a web page as well. When typing in just the domain name of a website, a specific web page is automatically loaded—this page is referred to as the ***home page***.

Getting Around a Website

A website is composed of a number of web pages. Each web page is uniquely identified by a URL. To visit a particular web page, you can enter the web page's URL in your browser's Address bar. However, as you know from surfing the Web on your own, rarely, if ever, do you take the time to enter a URL directly into the browser's Address bar.

An easier way to visit a particular web page is by first loading a website's home page, and then clicking on ***hyperlinks*** that take you to other pages on the site. Hyperlinks are clickable

IDEA GALLERY

http://en.wikipedia.org/wiki/Comparison_of_Web_browsers

DOES YOUR WEBSITE LOOK RIGHT IN EVERY BROWSER?

Webmonkey is a particularly good site for tutorials on web building. We found a nice article and chart on what standards different browsers support. You may design and test your website using the browser on your computer. It may look fine to you, but what about all of your visitors and the browsers they're using? If you check out the browser statistics on http://www.thecounter.com/stats/, you'll find that 41% of people are using Microsoft Internet Explorer 7.x, 37% are using Internet Explorer 6.x, and 16% use Firefox. That at least narrows it down for you when you're trying to make sure your site can be viewed properly by most people. If you want to accommodate more people than that, pay attention to the standards on Mozilla, Netscape, Safari, and Opera, too.

regions on a web page that, when clicked, whisk you to some other, specified web page.

TIP

Think of a website as a book and a web page as a page in a book. When visiting a website, you can navigate through the various web pages, just like when picking up a book you can flip around to different pages. You navigate through the pages of a book by thumbing through the pages; for a website, you navigate through its web pages by clicking on hyperlinks.

To demonstrate page navigation in a website, take a moment to visit the website of the San Diego Chargers football team at **www.chargers.com**. As Figure 1.3 shows, this website (like all websites) has a number of hyperlinks. Along the top of the page, there are several hyperlinks to various sections of the site: Schedule, Team, News, Charger Girls, Tickets, and so forth.

Clicking the Schedule hyperlink whisks you to a new URL—**http://www.chargers.com/schedule/schedule.htm**—which is shown in Figure 1.4. Notice that the Address bar in Figure 1.3 differs from that in Figure 1.4. In Figure 1.3, the Address bar reads **http://www.chargers.com**, the domain name of the San Diego Chargers website. After clicking on the Schedule hyperlink, we were taken to a different URL. The Address bar has been updated accordingly, illustrating that we are viewing a different web page.

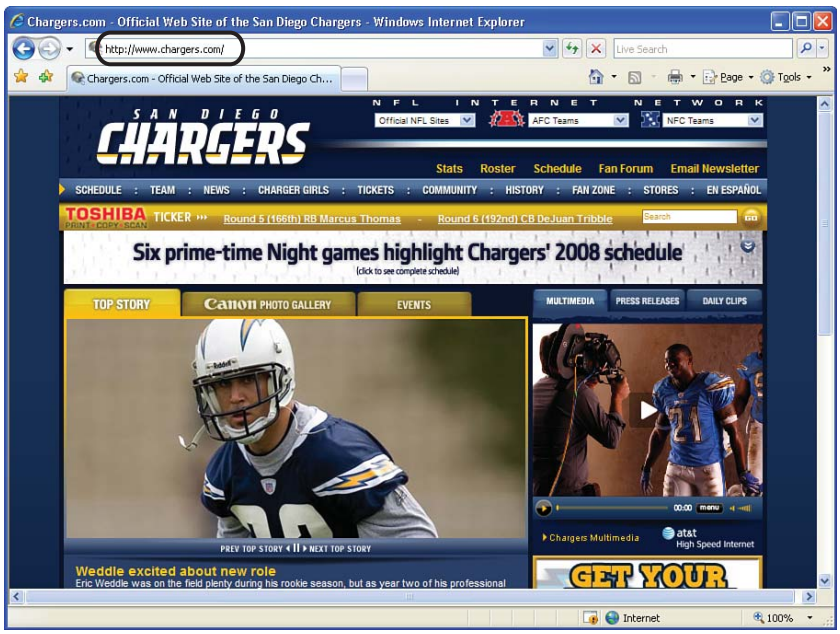
NOTE

If you visit www.chargers.com while reading this book, the screenshots in Figures 1.3 and 1.4 may be different from what you see on your screen. That's because, unlike a book, a website is dynamic, allowing for its contents to be changed easily.

Figure 1.5 shows the interactions that take place between the web browser and the Chargers.com web server when first visiting the Chargers.com home page, and then when clicking on the Schedule hyperlink. (Again, if you do not fully understand this interaction, don't sweat it!)

FIGURE 1.3

Visiting a web page involves a request to a web server.



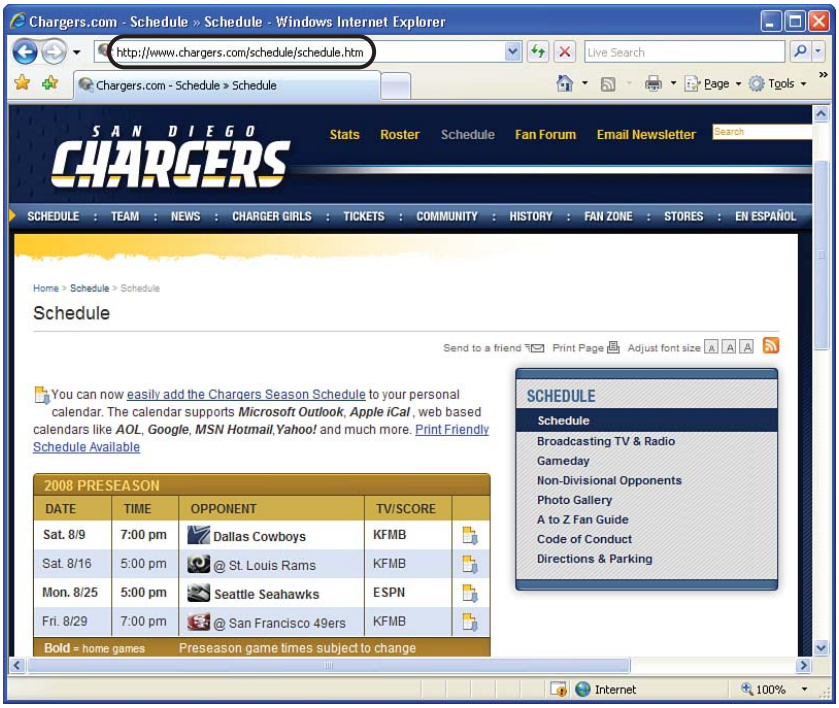


FIGURE 1.4
The Schedule web page is displayed.

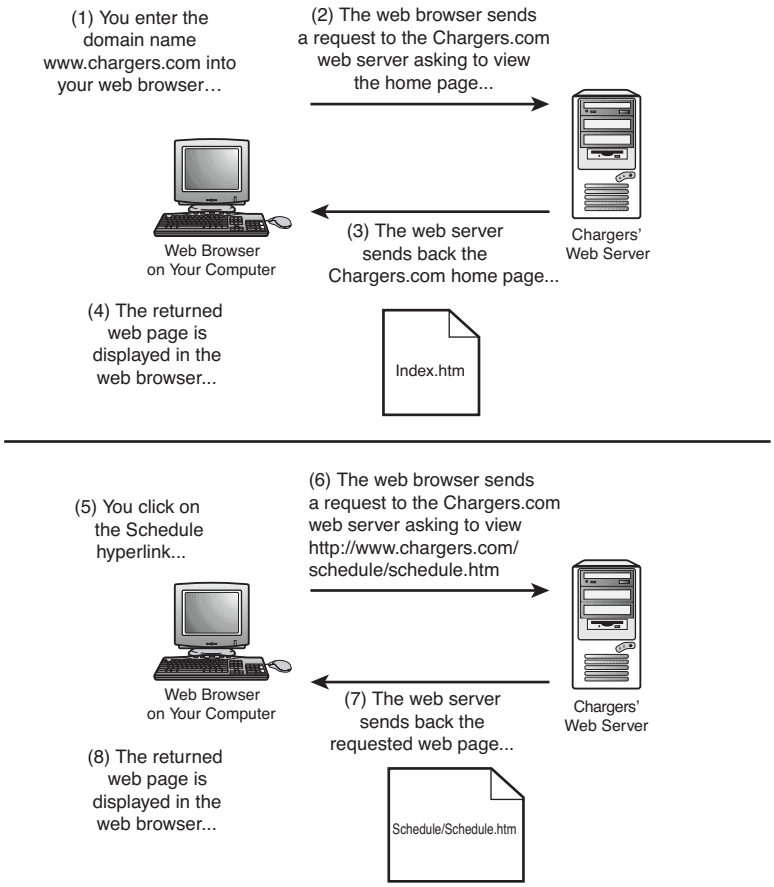
Table 1.1 summarizes the core pieces of a website.

Table 1.1 Key Website Building Blocks

Building Block	Description
Web Server	A web server is an Internet-accessible computer that hosts one or more websites. When viewing a web page, your browser sends a request to the web server for the specified URL.
Website	A website is a collection of related web pages. Websites have a bevy of purposes: They can be used to share pictures, provide information, or even sell products. Each website is uniquely identified with a domain name.
Web Page	A web page can have a mix of text and graphics. A web page is like a single page in a book. Web pages can be linked to one another using hyperlinks, allowing the visitor to quickly jump from one web page to another.

FIGURE 1.5

Each time a new web page is navigated to, the web browser requests the web page from the web server.



Knowing Your Options

There are two ways to leave your imprint on the World Wide Web: Build your own website from the ground up or use existing websites to facilitate the process. If you want a truly personal website with its own domain name that you have complete control over the appearance and content on the site, you want to build your own website from the ground up. This involves installing software on your computer to assist with creating web pages and requires using a web hosting company to host your website.

Alternatively, you can create a less personalized website to share your content and keep in touch with friends and family using any number of web-based services. For example, you can sell products online using eBay Stores or share your vacation photos with friends and family using Snapfish.com.

The benefit of using web-based services is that they simplify the process of setting up and configuring your website, whereas building a website from the ground up requires more effort. However, web-based services allow you less control over the look and feel of your website.

This book shows how to build websites from the ground up as well as how to use various web-based services. In this chapter and the next, you see how to get started with building a website from the ground up. Chapter 3 takes the lessons learned in Chapters 1 and 2 and looks at creating a family/personal website to share your family's latest news and photos with friends and extended family. Chapter 4 shows how to build an online storefront from the ground up.

Chapters 5 through 10 look at using web-based services.

Building Web Pages Using Web Page Authoring Software Tools

Creating web pages is a simple task thanks to specially designed web page authoring software tools. These software tools allow you to visually construct a web page with a few points and clicks of the mouse. There are a number of different software packages out there that are designed to make creating web pages a snap. Table 1.2 lists some of the more popular ones, along with their price and a URL to learn more about the product.

Table 1.2 Popular Web Page Authoring Tools

Name	Cost	For More Information…
Adobe Dreamweaver	$399.00	www.adobe.com/products/dreamweaver
Microsoft Expression	$299.00	www.microsoft.com/expression/
SeaMonkey Composer	Free!	www.seamonkey-project.org/

As you can tell by their prices, Microsoft Expression and Adobe Dreamweaver are targeted toward the professional web developer. They are both world-class products that make building professional-looking websites an absolute breeze. Unfortunately, the price point for both of those products is a bit high for first-time web developers (like yourself).

Fortunately, there is a good, *free* web page authoring tool released by the open-source Mozilla group, called SeaMonkey Composer.

NOTE

Mozilla is a not-for-profit organization established in 1998. In addition to SeaMonkey, the organization created and maintains a free popular web browser called Firefox.

The CD accompanying this book contains the SeaMonkey software, which includes a web browser and a web page authoring tool, among other utilities. To use SeaMonkey to create web pages, you first need to install it on your computer.

NOTE

The CD includes the most recent version of SeaMonkey at the time of this book's writing, version 1.1.9. You may optionally download and install the most recent version of SeaMonkey from the official website—*www.seamonkey-project.org*. If you do, though, realize that there may be some slight discrepancies between what you see on your screen and the screenshots in this book.

Installing SeaMonkey

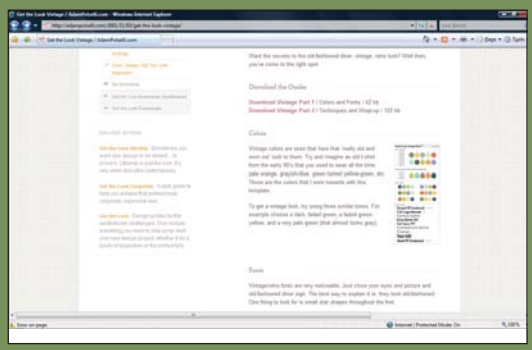
To begin the SeaMonkey installation, insert the CD into your computer. This will launch a program with three options:

- Browse Templates
- Install SeaMonkey
- Companion Website

Click the Install SeaMonkey option to begin the installation process, which starts by displaying the SeaMonkey Setup—Welcome dialog box (shown in Figure 1.6).

IDEA GALLERY

http://adampolselli.com/2001/11/03/get-the-look-vintage/



JUST GIVE ME A TEMPLATE!

What if you're not creative? What if you have no design education and experience? You still want a nice looking website that attracts visitors, and you have the skills to create it, but you need the look—the typefaces, the colors, the art. We just had to review Adam Polselli's site again for this reason[md]he offers you an array of choices from simple chic to corporate to vintage and tells you step by step how to get the particular look that you want. After you read through his reasons for choosing elements to achieve his theme, he lets you click a link called "Putting It All Together," where you see a bulleted list of typefaces he recommends, color schemes, shapes, borders, and photo finishes so that you can duplicate his design.

If you still want more than instructions to achieve a look, you can buy HTML templates from websites. Try sites like Boxedart.com and designload.net, where you can buy full-page templates or just buttons, art, and logos.

FIGURE 1.6

The SeaMonkey installation welcome message.

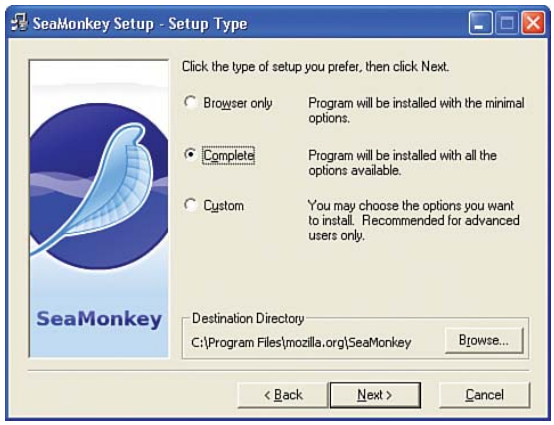


FIGURE 1.7

Choose to do a Complete installation.

Click the Next button to begin the installation. The second screen is the Software License Agreement screen, which provides the license for use of SeaMonkey. After you have read and agreed to this license, click the Accept button. Doing so takes you to the third screen, the Setup Type dialog box (shown in Figure 1.7). The Setup Type screen lets you determine what type of setup should be performed. Leave the default choice—Complete—selected, and click Next to continue.

The next screen asks you if you want to use SeaMonkey's Quick Launch option. Quick Launch adds an icon to the Windows taskbar, keeping SeaMonkey running even when you close it. This provides quicker startup times when you launch SeaMonkey. This option is unchecked by default, and I would encourage you to leave it unchecked unless you foresee yourself using SeaMonkey regularly.

When you have decided on the Quick Launch option, click Next to proceed to the final installation screen (shown in Figure 1.8). This final screen provides a summary of the components that will be installed.

When you are ready to begin the actual installation, click the Install button. Over the next several minutes, SeaMonkey will be installed on your computer. After it has completed installation, SeaMonkey's web browser automatically launches and displays a welcome web page. With SeaMonkey installed, we are now ready to start using Composer, the web page editing software we'll be using throughout this book.

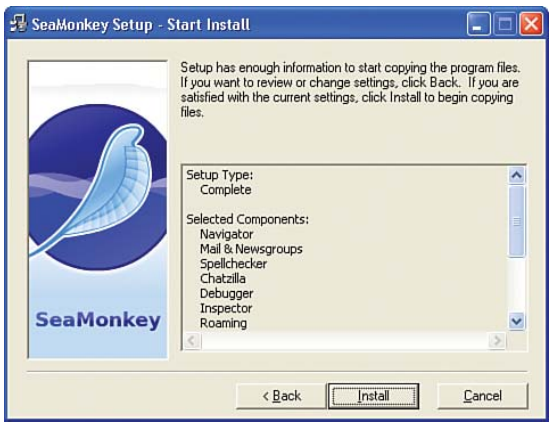


FIGURE 1.8

The final screen reviews the installation options.

Starting SeaMonkey's Composer

After you install SeaMonkey, you are ready to start using Composer, which is a tool for creating web pages. To use Composer, you must first launch the SeaMonkey browser if it is not running already. To launch the browser, go to the Start menu, choose Programs, go to SeaMonkey, and select SeaMonkey.

When the SeaMonkey browser starts, you can launch Composer by going to the Window menu in the browser and clicking on the Composer menu item. Alternatively, you can press Ctrl and the 4 key on your keyboard simultaneously. Figure 1.9 shows a screenshot of the SeaMonkey browser and the Window menu.

After you select to launch Composer, the Composer window should appear. Figure 1.10 shows a screenshot of the Composer window.

In the next section, we examine how to use Composer to create a web page.

TIP

By installing SeaMonkey Composer, you are also installing a full-fledged web browser. The SeaMonkey web browser has many features not found in Internet Explorer. I would encourage you to try out the SeaMonkey browser—you might just like it better than Internet Explorer! To learn more about SeaMonkey's features, check out www.seamonkey-project.org/doc/features.

FIGURE 1.9

Launch Composer by selecting Composer from the Window menu.

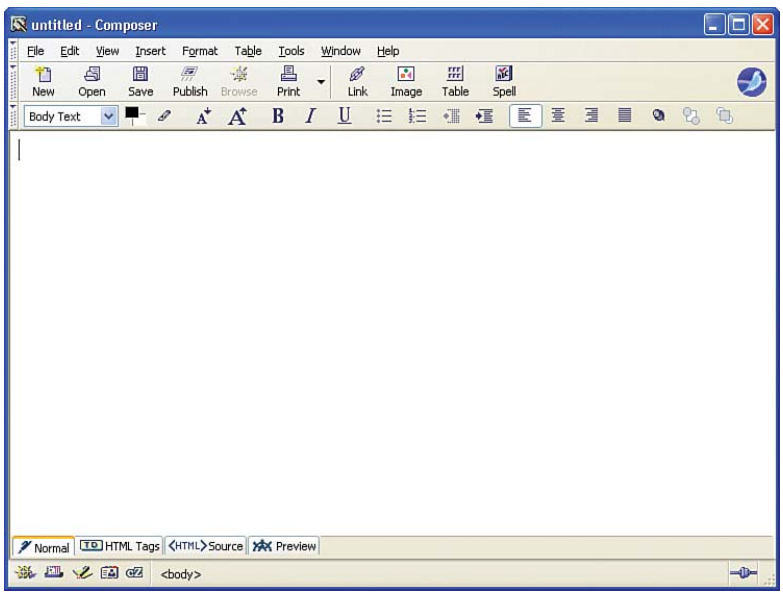


FIGURE 1.10

The SeaMonkey Composer window.

Creating a Web Page with SeaMonkey Composer

Creating web pages with SeaMonkey Composer is as easy and intuitive as writing a letter using a program such as Microsoft Word. Let's look at using Composer to build a simple web page, one that provides information about some fictitious individual. We start by entering the content that we want to present in the web page; we will come back and make the content appear more eye-pleasing.

> *"Creating web pages with SeaMonkey Composer is as easy and intuitive as writing a letter using a program such as Microsoft Word."*

To follow along, start Composer, if you haven't already. Recall that this can be accomplished by launching the SeaMonkey browser, going to the Window menu, and choosing the Composer option. (Refer to Figure 1.9 for a screenshot of the Window menu in the SeaMonkey browser.)

Entering content into the web page is as simple as typing it in! The web page we'll be creating is about a fictitious fellow named Bob. In this page, Bob wants to share information about himself, including

- His age
- What he does for a living
- A bit about his wife and kids
- His hobbies
- Information about his pets

Start out by typing in the information Bob wants to share with the world. Feel free to be creative and make up a bevy of interesting facts about Bob to share in this web page. I decided to enter the following for Bob:

Hello, you have reached my very first Web page! My name is Bob, I'm 34 years old and I live in Dallas, Texas.

I work as an instructor at a sky-diving school, teaching people how to jump out of planes. I've made over 400 jumps myself, and made my first jump back when I was a mere 12 years old!

I am married to my wife Irene, and we have seven lovely children: Bertha, Bobby-Joe, Jermain, Ted, Todd, Rod, and Lil' Elaine. Bertha's the biggest and oldest, and Lil' Elaine is the youngest (although not the smallest—Rod has that distinction).

For fun I like to bowl. I am in a league, and we play every Wednesday at the Bowlorama.

The joy of my life is my pet parrot, Mr. Polly. Mr. Polly has a large vocabulary, and is quite talkative, especially when the whole family sits down for dinner. Mr. Polly, believe it or not, has been on several jumps with me.

Figure 1.11 shows Composer after I have entered information about Bob.

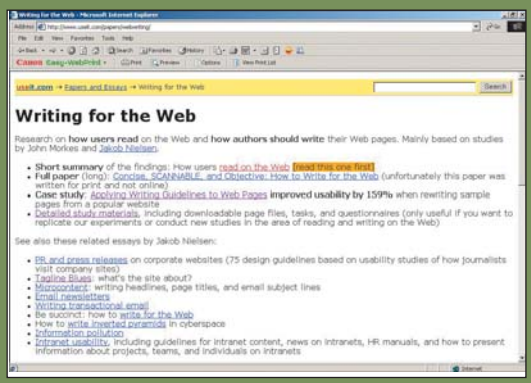
Without a doubt, Bob's first web page is a bit of a disappointment. It doesn't look very exciting. Over the next several sections, we'll examine how Composer allows you to spruce up the appearance of a web page. With a few simple steps, you can radically improve the look and feel of a web page.

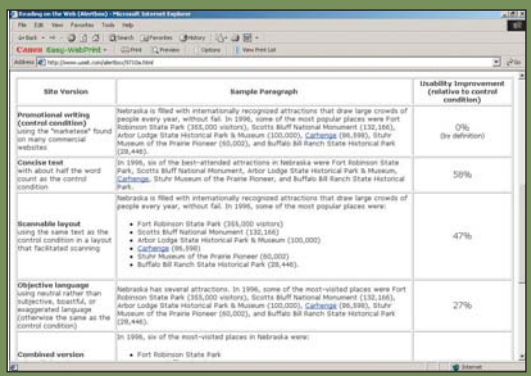
NOTE

If you make a mistake when working with Composer—be it choosing an incorrect color, an incorrect font, mistyping, or whatever—you can undo your last action by going to the Edit menu and selecting Undo.

IDEA GALLERY

http://www.useit.com/papers/webwriting/





WRITING FOR YOUR SITE

"The most valuable of all talents is that of never using two words when one will do."
—Thomas Jefferson

Writing for the Web by Jakob Nielson is an older website but still offers relevant information about writing styles and effective communications with people. Although not the most attractive page, Jakob leads you to articles and other places to reference style rules, usability studies, and guidelines for writing different kinds of text such as newsletters and press releases, as well as tips on writing headlines, subjects, and page titles that will get people's attention.

Changing the Font

By default, the text you type into Composer is displayed using the web browser's default font. You can choose a specific font quite easily in Composer, though. To demonstrate this, let's have Bob's home page displayed in the Arial font.

Start by highlighting all of the text you've typed in thus far. To highlight the text, you can go to the Edit menu and choose Select All, or, using the mouse, you can click and hold the button within the text and drag the mouse cursor to select a portion of the text. To change the selected text's font, go to the Format menu and choose the Font option. This displays a long list of available fonts, as shown in Figure 1.12. To follow along, choose the Arial font.

Figure 1.13 shows Composer after the font has been changed to Arial.

NOTE

Most professional web pages are displayed in one of three fonts: Arial, Times New Roman, or Verdana. Figure 1.14 shows the same sentence in these three different fonts.

FIGURE 1.11

Bob's first web page.

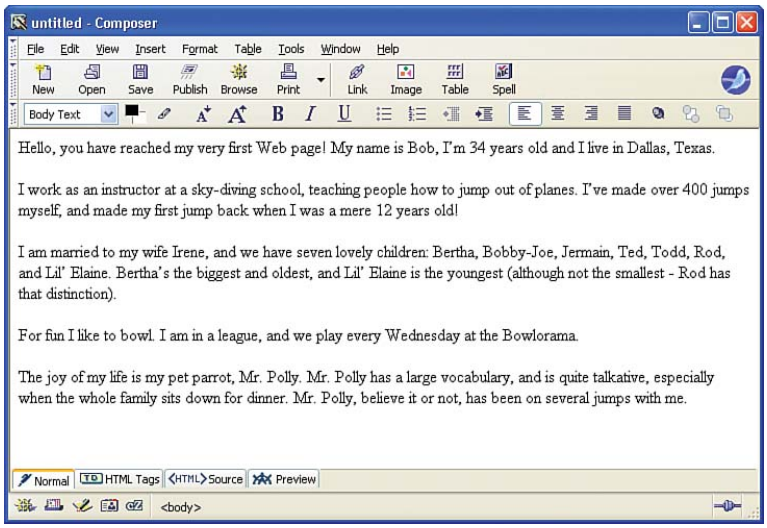
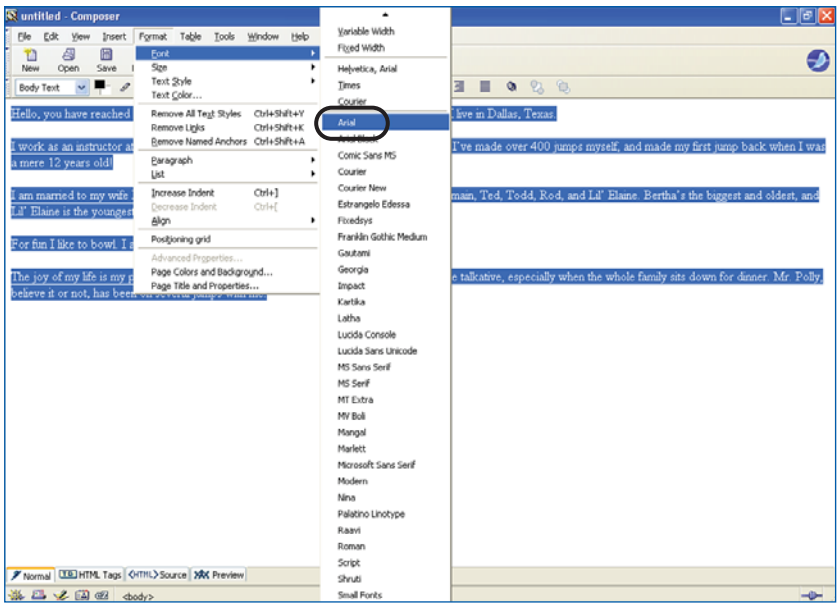


FIGURE 1.12

The Format menu's Font option lists the available fonts.



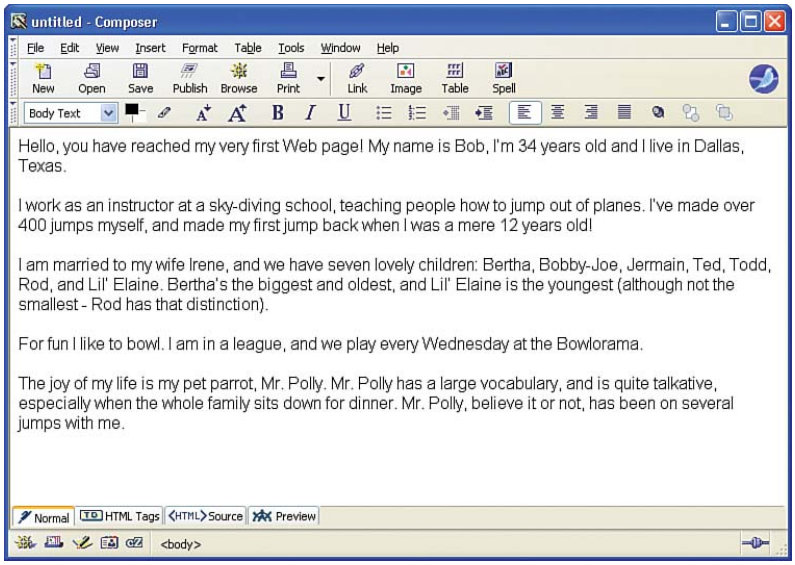


FIGURE 1.13

The text in Bob's web page is displayed in the Times New Roman font.

This is an example of Arial.
This is an example of Times New Roman
This is an example of Verdana

FIGURE 1.14

Arial, Times New Roman, and Verdana are the three most popular fonts.

TIP

To change the text for a portion of the document, use the mouse to select just the text whose font you want to change. Then go to the Format menu's Font option and select the font you want to change the selected text to.

Making Text Bold, Italic, and Underlined

You can make text bold, italic, and underlined using the toolbar icons shown circled in Figure 1.15. To apply such formatting to a given piece of text, highlight the text and then click the appropriate icons.

For example, let's have Bob's children's names italicized. To accomplish this, use the mouse to select Bob's children's names. When this text is selected, simply click the Italic icon (the *I* in the toolbar), and the text becomes italicized.

Also, let's add a brief title before each paragraph, where each title is made bold. Figure 1.16 shows Composer after the boldfaced paragraph titles have been added and the children's names italicized.

TIP

You are not limited to making text only bold or italicized or underlined. You can make text both bold and italic, or both italic and underlined, or any other combination of the three.

Changing the Colors

Composer allows you to easily specify the foreground color for text, and the background color for a web page. To set the foreground color, simply select the text whose color you want to change, and then go to the Format menu and choose the Text Color menu option. Choosing this option displays the Text Color dialog box, which is shown in Figure 1.17.

FIGURE 1.15

These toolbar icons allow you to make text bold, italic, and underlined.

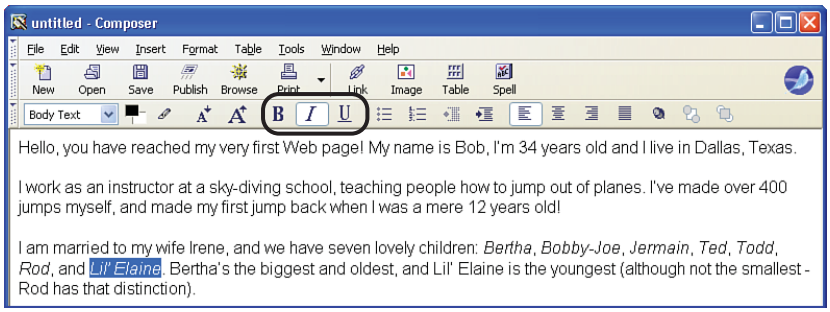
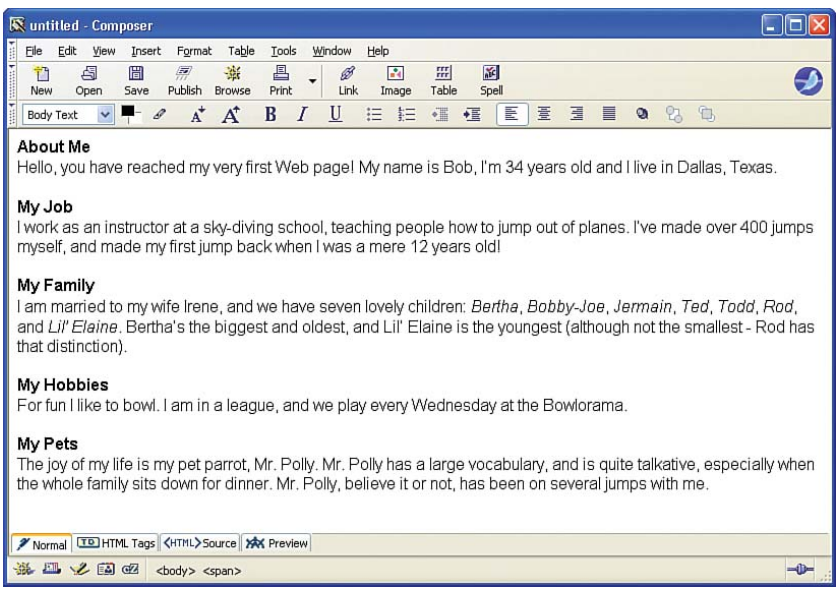


FIGURE 1.16

Some bold and italic formatting has been applied.



This dialog box allows you to choose a color from a palette of colors. After you select a color and click the OK button, the dialog box closes and the selected text's foreground color changes to the specified color. Take a moment to alter the foreground color of some text in Bob's web page.

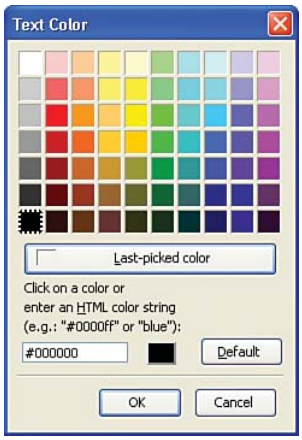


FIGURE 1.17

The Text Color dialog box allows you to select the text's color.

The web page's background color can be changed by going to the Format menu and choosing the Page Colors and Background option. This displays the Page Colors and Background dialog box (shown in Figure 1.18). To change the page's background color, select the Use Custom Colors radio button and then click on the Background button. This displays the Text Color dialog box shown in Figure 1.17. After choosing a color and clicking OK in both dialog boxes, you are returned to Composer, and the background color changes to the specified color.

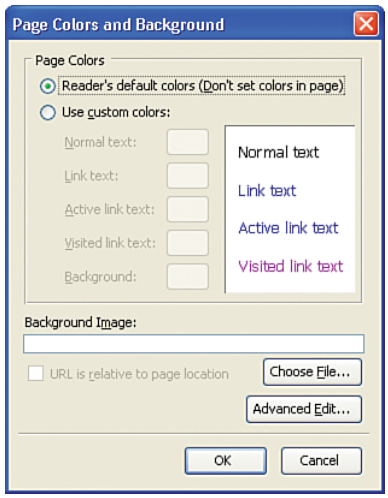


FIGURE 1.18

This dialog box allows you to change the background color of the web page.

TIP

When specifying colors, be sure that the background and foreground colors contrast so that the text is readable. If you choose a dark text color on a dark background or a light text color on a light background, visitors to your web page won't be able to read the text!

Some examples of bad color choices include yellow text on a white background and blue text on a black background.

Positioning Text

Like with a word processor, Composer allows you to position text in one of four ways:

- Left-aligned
- Center-aligned
- Right-aligned
- Justified

To specify the positioning, simply select the text you wish to position and then choose the appropriate positioning icon from the toolbar. Figure 1.19 shows the text-alignment toolbar icons circled.

To practice text positioning, take a moment to right-align the paragraph titles (About Me, My Job, and so on). To right-align the About Me title, select the text and then click the right-align toolbar icon. Repeat this process for all paragraph titles on the page.

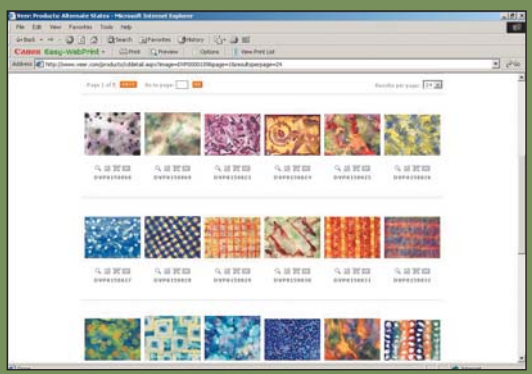
After the right-aligning has been performed, your screen should look similar to Figure 1.19.

Saving the Web Page

There are many more formatting options in Composer, and we examine these in detail when we start building full-blown websites. The goal of the past few sections was to introduce you to some of the more basic formatting options Composer provides and to hammer home the concept that formatting in Composer is synonymous to formatting text in a word processor.

IDEA GALLERY

http://www.veer.com/



FONTS, IMAGES, PHOTOS, AND ILLUSTRATIONS FOR YOUR SITE

What if you want beautiful photos or illustrations for your site, but you're not an artist? Veer.com and plenty of other stock image sites offer great deals on images.

We liked Veer because it also prints catalogs and offer them in PDF format from its website. The catalogs are works of art and can give you some great ideas for how to use images and type.

Here are a couple of tips to remember when looking for a stock image:

1. **Royalty-free images are your best buy.**
2. **If you want the same look to your website, buy a CD of images that were designed to go together.**

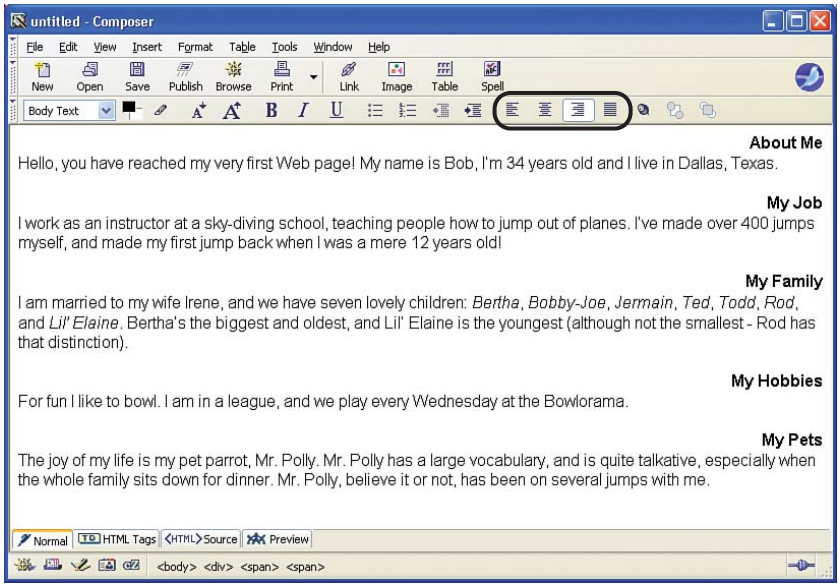


FIGURE 1.19
These toolbar icons allow for positioning of text.

"There are many formatting options in Composer, and we examine these in detail when we start building full-blown websites."

Now that you have completed Bob's first web page, save it. To save the web page, go to the File menu and choose the Save option. This displays a dialog box prompting you for the ***title*** for this web page.

NEW TERM

The page's title is displayed in the web browser's title bar when the page is visited.

Choose a title, such as "Bob's First Web Page," and click OK. Next, you are prompted for where to save the file. You can save it anywhere on your computer you'd like, such as in the My Documents folder, on the desktop, or in a custom folder.

When saving the web page to your computer, be sure to remove any spaces from the filename. While your computer can certainly store files whose names contain spaces, URLs cannot. Consequently, it's good practice to omit spaces from the filenames of your web pages.

At this point, the web page is saved only on your computer. There is no way that your grandmother in Toledo could visit this web page through her web browser. To make this web page accessible to anyone with an Internet connection, we need to create a website and

then copy this file to the web server that hosts our website. This involves a number of steps, which are examined in detail in the next chapter.

TIP

After you save a web page, you can open it for further editing by starting Composer, going to the File menu, and choosing the Open option.

Summary

With the completion of this chapter, you've taken your first step in your journey to create websites. This chapter was a big first step, covering many important facets of websites, web pages, and web page authoring tools.

This chapter began by looking at the three things all websites have:

- A web server to return the requested web pages to the requesting web browsers
- A domain name to uniquely identify the website
- Web pages, which make up the building blocks of a website

A web server is a computer where a website's web pages reside. It is this web server that is queried when a user visits the website through a web browser. The domain name is a unique identifier for a website. To visit the home page for a particular website, simply enter the domain name in your web browser's Address bar. Finally, a website is composed of one to many web pages. Each web page is, in actuality, a file residing on the web server. Web pages contain HTML markup that specifies how their content should be displayed in a web browser.

In this chapter you also saw how to use SeaMonkey Composer to create a simple web page. Composer enables you to create and edit web pages just like you would work with documents in any word processor program. Before you can start using Composer, though, you need to install the SeaMonkey software located on this book's accompanying CD.

In the next chapter, "Creating a Website," we'll take a deeper look at the communication interactions involved between a web browser and a web server. We'll also look at how to get started creating a website, which involves finding a web host provider and registering a domain name. Finally, we'll see how to upload web pages from your computer onto your public website's web server. You find all this and more in the next chapter

Index

A

Adactio, 196

Add a Border option (Snapfish photo sharing service), 136

Add to Cart button (eCommerce website template), 67
- customizing, 72
- deleting, 78
- PayPal HTML, generating, 73-74
- sales taxes, 74-76
- shipping costs, configuring, 74-76

Add Your Blog to Our Listings? option (Basic tab), 116

adding
- images to Family Picture web page (Family/Personal website template), 57-59
- photo albums to Facebook, 203-205
- web pages to Family/Personal website template, 55-56

administration pages (Blogger)
- accessing, 109
- Layout tab, 110, 122
- Posting tab, 110
- Settings tab, 110
  - Archiving tab, 115, 120
  - Basic tab, 115-116
  - Comments tab, 115, 118
  - Email tab, 115, 121
  - Formatting tab, 115-117
  - OpenID tab, 115
  - Permissions tab, 115
  - Publishing tab, 115
  - Site Feed tab, 115
- View Blog tab, 110

aligning images/text in Family/Personal website template, 52

AmboGraphics.com, 112

Anchor Stores (eBay Stores), 89

Animation Factory, 200

Anyone option (Comments tab), 118

Appearances tab (Image Properties dialog), 52-53

Archiving tab (Blogger), 115, 120

authoring tools (web pages)
- SeaMonkey Composer
  - downloading, 14
  - installing, 15-16
  - launching SeaMonkey Composer, 17
- popular tool websites, 14
- prices of, 14

B

background colors, changing in SeaMonkey Composer, 24

bandwidth, 32

barewalls.com, 156

basic personal accounts (PayPal), 70-71

Basic tab (Blogger) options, 115-116

billing, eCommerce websites, 65

Blog Address (URL) field (Blogger), 107

Blogger, 106
accounts, creating, 106
administration page
Layout tab, 110, 122
Posting tab, 110
Settings tab, 110, 115-120
View Blog tab, 110
Blog Address (URL) field, 107
content, adding to blogs, 111
creating blogs
selecting display name, 106
selecting passwords, 106
selecting template, 107
selecting URL addresses, 107
selecting username, 106
customizing blogs, 115
archives, 120
comments, 118-119
email postings, 121
formatting, 117
saving changes, 117
templates, 122, 125
titles/descriptions, 116
date/time setting, 123
formatting entries, 112
hyperlinks, adding to entries, 112
naming blogs, 107
publishing entries, 113-114
Start Blogging arrow, 109
titling entries, 111

blogs, 117
adding content, 111
administration pages, accessing, 109
blog creation websites, 105
creating
selecting display name, 106
selecting passwords, 106
selecting template, 107
selecting URL addresses, 107
selecting username, 106
customizing, 115
archives, 120
comments, 118-119
email postings, 121
formatting, 117
saving changes, 117
templates, 122, 125
tiles/descriptions, 116
date/time information, 123
defining, 104
format of, 104
formatting entries, 112
hyperlinks, adding to entries, 112
naming, 107
on MySpace, 160-162
Privacy options, 161
publishing entries, 113-114
titling entries, 111
topics, determining, 105
uses for, 105
videos, embedding, 182-183

bold text effects, adding to text in Family/Personal website template, 54

borders, adding to photos, 136

broken links, 61

Burns, Joe, 99

buying. *See also* eCommerce

domain names, 34

items from eBay Stores, 97

C

Caption This Photo option (Snapfish photo sharing service), 136

cell phones, uploading photos to Snapfish photo sharing service, 132

changing fonts, SeaMonkey Composer web page creation, 20-22

channels (YouTube), customizing, 176-179

Chen, Steve, 168

classmates, locating through Facebook, 191, 194

color schemes

background color changes (SeaMonkey Composer), 24

customizing on your YouTube channel, 178-179

text color changes (SeaMonkey Composer), 23

Comment Notification option (Comments tab), 119

comments, customizing in blogs, 118-119

Comments tab (Blogger), 115

Anyone option, 118

Comment Notification option, 119

Only Members of this Blog option, 118

Registered Users option, 118

Users with Google Accounts option, 118

comparing Facebook and Myspace, 192

configuring

domain names, 36-37

Facebook privacy settings, 198-200

name information on MySpace, 157

content publishing websites, 6

Copy This Photo option (Snapfish photo sharing service), 137

copyrighted material, 172

creating YouTube accounts, 169-170

credit card payments. *See* PayPal

CSS (Cascading Style Sheets), 54, 196

customizing

Add to Cart button (eCommerce website template), 72

blogs, 115

archives, 120

comments, 118-119

email postings, 121

formatting, 117

saving changes, 117

selecting templates, 107

templates, 122, 125

titles/descriptions, 116

Family/Personal website template

adding bold/italic/underlined effects to text, 54

adding/removing web pages, 55-56

changing fonts, 53

changing upper-left image, 48-50

Family Pictures web page, 56-59

profile pages on MySpace, 153-156

YouTube channels, 176-179

D

date/time, adding to blog entries, 123

Delete This Photo option (Snapfish photo sharing service), 137

deleting
- Add to Cart button, 78
- images from Family/Personal website template, 53
- photo albums, 137
- photos from Snapfish photo sharing service, 135-137

Demo Album (Snapfish photo sharing service), 131

descriptions (blogs), customizing, 116

development (Web)
- authoring tools, 14
- Mozilla web browser
  - downloading, 14
  - installing, 15-16
  - launching SeaMonkey Composer, 17

digital images, 57
- file size, 218
- height/width, 218-219
- pixels, 218
- resizing, 219-221

Dimensions tab (Image Properties dialog), 53
- images, sizing, 51-52

disk space, web host provider selection requirements, 31

display names, blog creation, 106

Display Settings link (Manage My Store page), 90

DNS (domain name systems), defining, 215

domain names, 7, 214
- buying, 34
- configuring, 36-37
- DNS, defining, 215
- extensions, 9
- ICANN website, 34
- registering, 34-36
- searching, 59

downloading
- free web graphics, 112
- Mozilla web browser, 14

E

eBay, 68, 87
- Anchor Stores, 89
- categories, adding, 91
- collecting payment, 97
- configuring settings, 90-91
- creating, 88
  - subscription level selection, 88-90
  - template selection, 88
- development of, 86
- fixed price items, 97
- listing items, 94
- Manage My Store page, 90
  - Display Settings link, 90
  - Store Categories link, 91
- marketing tools, 97
- Premium Stores, 88
- purchasing items, 97
- Sales Reports, 101
- Sell page, 93
- Traffic Reports, 99-100

eBay University Learning Center, 94

eCommerce website template, 65. *See also* eCommerce websites
- Add to Cart button, 67
  - configuring shipping costs, 74-76
  - customizing, 72
  - deleting, 78
  - generating PayPal HTML, 73-74
  - sales taxes, 74, 76
- creating navigational links, 67
- naming product categories, 66
- online shopping process overview, 80-81
- shopping carts, 67-68
- View Cart button, 67, 79-80

eCommerce websites
- billing, 65
- online shopping carts, 68
  - View Cart button, 67, 79-80
  - viewing, 79-80
- PayPal website, 64-65
- requirements for, 64
- sales tax, 65
- shipping, 65

editing
- Facebook profile, 196-198
- photos in Snapfish, 132, 135

email
- blogs, configuring to accept email postings, 121
- mailing photos via Snapfish photo sharing service, 133
- photo sharing, 141

Email tab (Blogger), 115, 121

embedding
- videos on a blog, 182-183
- videos on your website, 181-182

extensions (domain names), 9

F

Facebook, 188-189
- and Myspace, 192
- friends, 188
  - locating, 189-191, 194
- home page, 194-195
- networks, 189
- notifications, receiving, 201-202
- photo albums, adding, 203-205
- Photos application, 202
- privacy settings, configuring, 198-200
- profile, editing, 196-198

Family/Personal website template, 46-47
- Family Pictures web page, 56-57
  - adding images to, 57, 59
- images
  - adding to, 57-59
  - linking to URL, 52
  - sizing, 51-52
  - text alignment, 52
  - text spacing, 52
- publishing, 59-60
  - placing linked files in folders, 61
- testing, 61-62

text
adding bold/italic/underlined effects, 54
changing fonts, 53
upper-left image, changing, 48-50, 53
web pages, adding/removing, 55-56
family/personal websites, 6
file sizes (digital images), 218
files, defining, 9
fixed price items (eBay Stores), 97
flat shipping costs, 76
flipping photos, 136
flyers (eBay Stores), 97
fonts, changing
SeaMonkey Composer, 20-22
Family/Personal website template, 53
formatting blog entries, 112, 117
Formatting tab (Blogger), 115-117
forms, 73
free web graphics, downloading, 112
freeFoto.com, 112
friends
adding to Facebook social network, 189
locating on Facebook, 189-191, 194
MySpace, 163
FTP (File Transfer Protocol) support, web host provider selection requirements, 33

G-H

Go Daddy, registering domain names, 34-36
graphics, free, downloading, 112

hard limits, 32
height of digital images, 218-219
high school classmates, locating through Facebook, 191, 194
Home tab (Snapfish photo sharing service), 130
Home pages
Facebook, 194-195
YouTube, 168
HTML (Hypertext Markup Language), 155, 208
Add to Cart button
configuring shipping costs, 74-76
generating, 73-74
sales taxes, 74-76
viewing, 209-211
Hurley, Chad, 168
hyperlinks
adding to blog entries, 112
broken links, 61
folder placement, 61
navigational links, creating in eCommerce website templates, 67
NBA.com website example, 10
web pages, accessing, 10

ICANN (Internet Corporation for Assigned Names and Numbers) website, 34

Image Properties dialog (SeaMonkey Composer)
- Appearances tab, 52-53
- Dimensions tab, sizing images, 51-53
- Link tab, 52-53
- Location tab, adding text to Family/Personal website template, 50

image sharing services
- choosing, 128
- Snapfish
  - account creation, 129
  - Add a Border option, 136
  - Caption This Photo option, 136
  - Copy This Photo option, 137
  - Delete This Photo option, 137
  - deleting photos, 135-137
  - Demo Album, 131
  - editing photos, 135
  - emailing photos, 133
  - Home tab, 130
  - Move This Photo option, 136
  - ordering prints, 142-143
  - photo albums, editing photos, 132
  - photo albums, viewing photos, 132
  - Photos tab, 130
  - Rearrange option, 137
  - Remove Album option, 137
  - Rename Album option, 137
  - Rotate and Flip option, 136
  - Select Photos screen, 133
  - sharing photos, 138, 141
  - Store tab, 130
  - uploading photos, 132-135

images
- adding borders, 136
- captioning, 136
- copying, 137
- deleting, 137
- digital images, 57
- Family/Personal website template
  - changing upper-left image, 48-50
  - deleting upper-left image, 53
  - Family Picture web page, adding to, 57-59
  - linking images to URLs, 52
  - setting image/text alignment, 52
  - setting image/text spacing, 52
  - sizing in, 51-52
- file sizes, 218
- height/weight, 218-219
- moving, 136
- ordering prints, 142-143
- pixels, 218
- resizing, 219-221
- rotating/flipping, 136
- scanners, defining, 56
- sharing, 138
  - email addresses, 141

installing SeaMonkey Composer, 15-17

Internet
- domain names, 214
  - DNS, 215
- IP addresses, defining, 213-215

operation of, 212
USPS example, 212-214
web host providers, defining, 216
InterNIC, WhoIs, 59
IP addresses, defining, 213-215
ISPs (Internet Service Providers)
defining, 7
web host providers, 31-34
italic text effects, adding to text in Family/Personal website template, 54
Item ID field (PayPal Merchant Account home page), 74

J-K-L

Jefferson, Thomas, 20
joining MySpace, 149

Karim, Jawed, 168

launching SeaMonkey Composer, 17
Layout tab (Blogger administration page), 110, 122
Link Properties dialog, URL is relative to page location check box, 61
Link tab (Image Properties dialog), 52-53
linking
broken links, 61
files, folder placement, 61
images to URLs in Family/Personal website template, 52
web pages, Family/Personal website template, 56
links
adding to blog entries, 112
navigational links, creating in eCommerce website templates, 67
listing headers (eBay Stores), 97
listing items in eBay Stores, 94
LiveJournal, 106
Location tab (Image Properties dialog), 53
text, adding to Family/Personal website template, 50

M

Manage My Store page (eBay Stores), 90
Display Settings link, 90
Store Categories link, 91
marketing tools (eBay Stores), 97
Merchant Accounts (PayPal)
creating, 67-69
Item ID field, 74
Mezzoblue, 196
MikeBonnel.com, 112
Milgram, Stanley, 148
mobile phones, uploading photos to Snapfish photo sharing service, 132
monitors, resolution, 218
monthly transfer limits
hard limits, 32
soft limits, 32
web host provider selection requirements, 32-33
Movable Type, 117

Move This Photo option (Snapfish photo sharing service), 136

MySpace, 148
- blogs, 160-162
  - Privacy options, 161
- Facebook, 192
- friends, 163
- joining, 149
- networking, 164
- profile pages
  - configuring name information, 157
  - customizing, 153-156
  - viewing, 151
- profiles, expanding, 153
- social networks, 163
  - making new friends, 164-165
- uploading and sharing photos, 158
- usernames, creating, 157

N

naming
- blog entries, 111
- blogs, 107
- product categories (eCommerce website template), 66
- websites
  - domain name purchases, 34
  - domain name registration, 34-36
  - ICANN website, 34

navigational links, creating in eCommerce website templates, 67

NBA.com website, hyperlinks example, 10

networking, MySpace and, 164

newsletters, 182

Nielson, Jakob, 20

O

notifications (Facebook), receiving, 201-202

online image sharing services
- choosing, 128
- Snapfish
  - account creation, 129
  - Add a Border option, 136
  - Caption This Photo option, 136
  - Copy This Photo option, 137
  - Delete This Photo option, 137
  - deleting photos, 135, 137
  - Demo Album, 131
  - editing photos, 135
  - emailing photos, 133
  - Home tab, 130
  - Move This Photo option, 136
  - ordering prints, 142-143
  - photo albums, editing photos, 132
  - Photos tab, 130
  - Rearrange option, 137
  - Remove Album option, 137
  - Rename Album option, 137
  - Rotate and Flip option, 136
  - Select Photos screen, 133
  - sharing photos, 138
  - sharing photos, email addresses, 141
  - Store tab, 130
  - uploading photos, 132-135

online shopping, process overview, 80-81
online shopping carts, 68
Add to Cart button, 67
configuring shipping costs, 74-76
customizing, 72
generating PayPal HTML, 73-74
sales taxes, 74-76
View Cart button, 67, 79-80
viewing, 79-80
online stores, eBay. *See* eBay
Only Members of this Blog option (Comments tab), 118
OpenID tab (Blogger), 115
ordering photo prints from Snapfish, 142-143
organizing your YouTube videos, 179

P

Paint Shop Pro, 39
passwords, blog creation, 106
PayPal, 64-65
Add to Cart button HTML
configuring shipping costs, 74-76
generating, 73-74
sales taxes, 74, 76
Merchant Accounts
creating, 67-69
Item ID field, 74
personal accounts
basic accounts, 70-71
creating, 71
Premier accounts, 71
Premier Accounts, creating, 68
percentage shipping costs, 76
Permissions tab (Blogger), 115
personal accounts (PayPal)
basic accounts, 70-71
creating, 71
Premier accounts, 71
personal information, sharing on YouTube, 180
phones (mobile), uploading photos to Snapfish photo sharing service, 132
photo albums
adding to Facebook, 203-205
deleting, 137
rearranging, 137
renaming, 137
sharing, 138
Snapfish photo sharing service
deleting photos, 135, 137
editing photos, 132, 135
emailing photos, 133
ordering prints, 142-143
uploading photos, 132-135
viewing photos, 132
photo sharing services
choosing, 128
Snapfish
account creation, 129
Add a Border option, 136
Caption This Photo option, 136
Copy This Photo option, 137
Delete This Photo option, 137
deleting photos, 135, 137
Demo Album, 131
editing photos, 135

emailing photos, 133
Home tab, 130
Move This Photo option, 136
ordering prints, 142-143
photo albums, editing photos, 132
photo albums, viewing photos, 132
Photos tab, 130
Rearrange option, 137
Remove Album option, 137
Rename Album option, 137
Rotate and Flip option, 136
Select Photos screen, 133
sharing photos, 138
Store tab, 130
uploading photos via computer, 132-135

photos
adding borders, 136
captioning, 136
copying, 137
deleting, 137
moving, 136
ordering prints, 142-143
rotating/flipping, 136
sharing, 138
email addresses, 141
uploading and sharing on MySpace, 158

Photos application (Facebook), 202

Photos tab (Snapfish photo sharing service), 130

pictures, adding to website, 161

pixels, 218

Polselli, Adam, 15, 107

positioning text, SeaMonkey Composer, 25

Postal Service, 212-214

posting content to blogs, 111

Posting tab (Blogger administration page), 110

Premier Accounts (PayPal), creating, 68, 71

Premium Stores (eBay Stores), 88

privacy settings
Facebook, 198-200
MySpace, 161

product categories, naming (eCommerce website template), 66

profile (Facebook), editing, 196-198

profile pages (MySpace)
name information, configuring, 157
customizing, 153-156
viewing, 151

promotional flyers (eBay Stores), 97

Publish tab (SeaMonkey), 39

publishing
blog entries, 113-114
Family/Personal website template, 59-61

Publishing tab (Blogger), 115

purchasing items from eBay Stores, 97

R

Rearrange option (Snapfish photo sharing service), 137

receiving Facebook notifications, 201-202

Registered Users option (Comments tab), 118

registering domain names, 34-36

Remove Album option (Snapfish photo sharing service), 137

removing web pages from Family/Personal website template, 55-56

Rename Album option (Snapfish photo sharing service), 137

resizing digital images, 219, 221

resolution (monitors), 218

ROI calculator, 137

Rotate and Flip option (Snapfish photo sharing service), 136

S

Sales Reports (eBay Stores), 101

sales taxes
- Add to Cart button (Paypal), specifying in, 74-76
- eCommerce websites, 65

saving
- blog customizations, 117
- web pages in SeaMonkey Composer, 25

scanners, defining, 56

SeaMonkey Composer
- downloading, 14
- Family/Personal website template
  - adding bold/italic/underlined effects to text, 54
  - adding/removing web pages, 55-56
  - changing fonts, 53
  - changing upper-left image, 48-50
  - customizing Family Pictures web page, 56-57
  - customizing Family Pictures web page, adding images to, 57-59
  - deleting upper-left image, 53
  - linking images to URLs, 52
  - publishing, 59-61
  - setting image/text alignment, 52
  - setting image/text spacing, 52
  - sizing images, 51-52
  - testing, 61-62
- Image Properties dialog
  - Appearances tab, 52
  - Dimensions tab, 51-52
  - Link tab, 52
  - Location tab, 50, 58
- installing, 15-17
- launching, 17
- Link Properties dialog, URL is relative to page location check box, 61
- web page creation, 19, 55
  - background color changes, 24
  - entering content, 19
  - font changes, 20-22
  - text color changes, 23
  - text positioning, 25
  - undoing actions, 19
- website uploads, 37, 40

Search Engine Watch, 79

security, passwords, 106

Select Photos screen (Snapfish photo sharing service), 133

Sell page (eBay Stores), 93
Settings tab (Blogger administration page), 110
Archiving tab, 115, 120
Basic tab, 115
Add Your Blog to Our Listings? option, 116
Show Compose Mode for All Your blogs? option, 116
Show Email Post Links? option, 116
Show Quick Editing on Your Blog? option, 116
Comments tab, 115
Registered Users option, 118
Anyone option, 118
Comment Notification option, 119
Only Members of this Blog option, 118
Users with Google Accounts option, 118
Email tab, 115, 121
Formatting tab, 115-117
OpenID tab, 115
Permissions tab, 115
Publishing tab, 115
Site Feed tab, 115
sharing
personal information on YouTube, 180
photos, 138
email addresses, 141
on MySpace, 158
shipping costs
Add to Cart button (Paypal), specifying in, 74-76
flat costs, 76
percentage costs, 76
shopping online, process overview, 80-81
shopping carts, 68
Add to Cart button, 67
configuring shipping costs, 74-76
customizing, 72
generating PayPal HTML, 73-74
sales taxes, 74-76
View Cart button, 67, 79-80
viewing, 79-80
Show Compose Mode for All Your blogs? option (Basic tab), 116
Show Email Post Links? option (Basic tab), 116
Show Quick Editing on Your Blog? option (Basic tab), 116
Site Feed tab (Blogger), 115
sizing
digital images, 219-221
Family/Personal website template images, 51-52
Snapfish photo sharing service, 128
accounts
creating, 129
Add a Border option, 136
Caption This Photo option, 136
Copy This Photo option, 137
Delete This Photo option, 137
deleting photos, 135, 137
Demo Album, 131
editing photos, 135
emailing photos, 133
Home tab, 130
Move This Photo option, 136
ordering prints, 142-143

photo albums
editing photos, 132
viewing photos, 132
Photos tab, 130
Rearrange option, 137
Remove Album option, 137
Rename Album option, 137
Rotate and Flip option, 136
Select Photos screen, 133
sharing photos, 138
email addresses, 141
Store tab, 130
uploading photos
via computer, 132-133
via email, 135
via mobile phones, 132
social networking sites, 148
Facebook, 188-189
friends, 188
friends, locating, 189-191, 194
home page, 194-195
networks, 189
notifications, receiving, 201-202
photo albums, adding, 203-205
Photos application, 202
privacy settings, configuring, 198-200
profile, editing, 196-198
MySpace. *See* MySpace
soft limits, 32
Standard account (YouTube), 169
Start Blogging arrow (Blogger), 109
starting SeaMonkey Composer, 17
stock images, 25
Store Categories link (Manage My Store page), 91
Store tab (Snapfish photo sharing service), 130
subscription level (eBay Stores), selecting, 88-90
Swish, 200

T

tax, sales tax, specifying in PayPal Add to Cart button (PayPal), 74-76
templates (website)
eCommerce, 65
Add to Cart button, 67, 72-78
creating navigational links, 67
naming product categories, 66
online shopping process overview, 80-81
shopping carts, 67-68, 79-80
View Cart button, 67, 79-80
Family/Personal, 46-47
adding bold/italic/underlined effects to text, 54
adding/removing web pages, 55-56
changing fonts, 53
changing upper-left image, 48-50
deleting upper-left image, 53
Family Pictures web page, 56-59
linking images to URLs, 52
publishing, 59-61
setting image/text alignment, 52
setting image/text spacing, 52
sizing images, 51-52
testing, 61-62

testing Family/Personal websites, 61-62

text

color, changing in SeaMonkey Composer, 23

entering in SeaMonkey Composer, 19

Family/Personal website template

adding bold/italic/underlined effects to text, 54

changing fonts, 53

setting image/text alignment, 52

setting image/text spacing, 52

positioning in SeaMonkey Composer, 25

Text Color dialog, color changes, 23

titling

blog entries, 111, 116

blogs, 107

Traffic Reports (eBay Stores), viewing, 100

traffic trend analysis, 99

transfer limits

hard limits, 32

soft limits, 32

web host provider selection requirements, 32-33

U

underlined text effects, adding to text in Family/Personal website template, 54

undoing actions in SeaMonkey Composer, 19

uploading

photos

to MySpace, 158

to Snapfish photo sharing service, 132-135

videos to YouTube, 171-173

web pages to websites, 37, 40

URL (Uniform Resource Locators)

blogs, selecting for, 107

Family/Personal website template

linking images to, 52

web pages, accessing, 9

URL is relative to page location check box (Link Properties dialog), 61

user account (YouTube), creating, 169-170

usernames, creating on MySpace, 157

Users with Google Accounts option (Comments tab), 118

USPS (United States Postal Service), 212-214

V

veer.com, 25

videos

embedding

on a blog, 182-183

on your website, 181-182

YouTube

options, 172

organizing, 179

uploading to, 171, 173

viewing, 175

View Blog tab (Blogger administration page), 110

View Cart button (eCommerce website template), 67, 79-80

viewing
HTML, 209, 211
photos, Snapfish photo albums, 132
profile pages on MySpace, 151
shopping carts, 79-80
Traffic Reports (eBay Stores), 100
videos on YouTube, 175

W

web browsers, 7
SeaMonkey Composer. *See* SeaMonkey Composer
Web servers, relationship to, 8
web development
authoring tools
popular tool websites, 14
prices of, 14
SeaMonkey Composer
downloading, 14
installing, 15-16
launching SeaMonkey Composer, 17
web host providers
defining, 216
finding
ISP, 31-34
white pages websites, 30
selection requirements
disk space, 31
FTP support, 33
monthly transfer limits, 32-33
web logs. *See* blogs
web pages, 7, 9, 12
accessing
hyperlinks, 10
URL, 9
authoring tool websites, 14
creating in SeaMonkey Composer, 55
displaying, 8
Family Picture (Family/Personal website template), 56-57
adding images to, 57-59
Family/Personal website template, adding/removing from, 55-56
HTML, 208-211
hyperlinks, 10
linking, Family/Personal website template, 56
navigating, 10
SeaMonkey Composer, creating via, 19
background color changes, 24
entering content, 19
font changes, 20-22
text color changes, 23
text positioning, 25
undoing actions, 19
URL, 9
web servers, 7
websites, uploading to, 37, 40
web servers, 7, 12, 27, 214
defining, 8
web browsers, relationship to, 8
weblogs. *See* blogs
website templates
eCommerce, 65
Add to Cart button, 67, 72-74, 76, 78
creating navigational links, 67

naming product categories, 66
online shopping process overview, 80-81
shopping carts, 67-68, 79-80
View Cart button, 67, 79-80
Family/Personal, 46-47
adding bold/italic/underlined effects to text, 54
adding/removing web pages, 55-56
changing fonts, 53
changing upper-left image, 48-50
deleting upper-left image, 53
Family Pictures web page, 56-57
Family Pictures web page, adding images to, 57-59
linking images to URLs, 52
publishing, 59-61
setting image/text alignment, 52
setting image/text spacing, 52
sizing images, 51-52
testing, 61-62
websites, 12
accessing, 7
blog creation, 105
creation process overview, 30
domain names, 7
buying, 34
configuring, 36-37
extensions, 9
ICANN website, 34
registering, 34-36
templates, creating via, 41-42
videos, embedding, 181-182
web host providers
finding, ISP, 31-34
finding, white pages websites, 30
selection requirements, disk space, 31
selection requirements, FTP support, 33
selection requirements, monthly transfer limits, 32-33
web pages, 7-9, 12
accessing, 9-10
navigating, 10
uploading to, 37, 40
web servers, 7
West Elm, 142
white pages websites, 30
Whols, 59
width of digital images, 218-219

X-Y-Z

YouTube, 168
accounts, creating, 169-170
channels, customizing, 176-179
home page, 168
personal information, sharing, 180
videos
embedding, 181-183
options, setting, 172
organizing, 179
uploading, 171, 173
viewing, 175
Zuckerberg, Mark, 188