

Search Engine Marketing Creating your Web Site

Presented by:

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Class begins at 7:00 pm and ends at 9:00 pm.

(Materials used in the class presentation will be available for download from http://www.small-business-consultants.net/small_business_resource/Internet_marketing_clinic.htm)





Setting up Frontpage

- Choose "Tools", "Page Options", and the "Compatibility" tab to set preferences for your site.
- Select "3.0 browsers..." to choose HTML standard.
- Review other options as desired.

Page Options
General AutoThumbnail Default Font HTML Source Color Coding Compatibility
Changing these settings may make some menu and dialog box options unavailable. This helps you to create web sites containing only those components supported by the options you specify here.
Browsers:
Both Internet Explorer and Navigator
Browser versions:
3.0 browsers and later
5.0 browsers and later 54.0 browsers and later 3.0 browsers and later Custom
Available Technologies
Active∑ controls ✓ Erames VBScript ⊂ CSS 1.0 (formatting) JavaScript ⊂ CSS 2.0 (positioning) Java applets ✓ Active server pages Dynamic HTML ✓ VML graphics ✓ Downlevel image file
OK Cancel

3/22/2004





Directory vs. Navigation Structure

- Note the Directory structure on the left panel.
- Navigation structure in the right panel.





http://www.small-business-consultants.net/small_business_resource/Internet_marketing_clinic.htm



Directory Structure

- Observe Directory structure in Explorer.
- Directory is organization of files into folders.



 $http://www.small-business-consultants.net/small_business_resource/Internet_marketing_clinic.htm$



Directory Structure on the Web

• Directory structure becomes part of URL.

Note that the Folder names become part of the URL of the page!





http://www.small-business-consultants.net/small_business_resource/Internet_marketing_clinic.htm



Setting up Your Page Format

- Use tables to contain page content.
- Define width in terms of "percent".
- Allows content to expand to fit screen.
- Prevents "left-right" scrolling to read content.
- Provides for placement and spacing of content elements.
- Note that layout changes with screen sizing.
 - Can have an impact when fixed size elements are added to pages.
- Tables can be "nested" to support complex content placement.





Use "Include Pages"

- Create a page for the site header and one for the site footer.
- Use tables defined in percent.
- Store in a separate folder(?) for convenience.
- Design can vary for different pages, if desired.
- More pages can be designed for "left nav" or "right nav", if appropriate.
- Pages can also be designed for use as variable inserts to be used throughout site.





Place Include Pages

- Place cursor where page is to be inserted.
- Choose "Insert", "Web Component" to insert Include Page.
- Select "Included Content" and "Page".
- Choose "Finish", then "Browse" to pick page to include.







Included Page

- Note placement of "header" page include.
- Note basic navbar included on header page.
- Placement of footer bar on page follows same technique.







Table Parameters

- Note parameters of primary table on page.
- Note that page is not saved!

	Cell pa <u>d</u> ding: 6
	Cell spacing: 0 🗧 🕐 In pixels
🛠 Microsoft FrontPage - http://www.small-business-consultants.net/Clinic/index.html	O In perce <u>n</u> t
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	Borders
/ rooter.nmi / index.ntmi*	Size: 0 🚔 Light border: 🔳 Automatic 🔽
Internet Marketing Clinic	Color: Dark border: Automatic
Input Form • clinic form • Discussion TOC •	Show both cells and table borders
Folders This is where the content of the page is entered	Background
Reports	
	Use background picture
Navigation	Browse Properties
Hyperlinks	
	Style OK Cancel Apply
Tasks I GNormal OHTML QPreview	
Ujew 🕫 AutoShapes 🔨 📽 🗋 O 🚔 41 😰 🛃 🗳 - 💆 - 🚍 - = 🚟 📛 💭	



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Table Properties

Center

Default

Float:

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Specify width:

98

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Link Bar ("navbar") Creation

 Note how pages to be included are identified in "Link Bar Properties".



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General Style			
Hyperlinks to add to page	Parent level Same level Back and next Child level Global level Child pages under Hom appear on link to	Additional pages:	
		OK Cand	cel [





http://www.small-business-consultants.net/small_business_resource/Internet_marketing_clinic.htm



Link Bar vs. Navigation Structure

- Note relationship of link bar content to navigation layout.
- Note titles and link page names.











• Time for your questions?





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