



UNIVERSITY of HOUSTON
SMALL BUSINESS DEVELOPMENT CENTER

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.

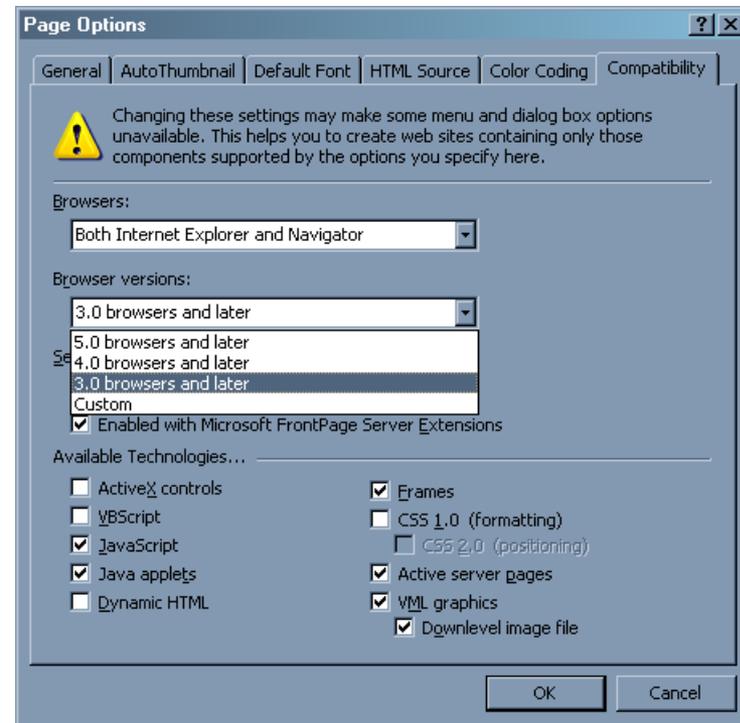
**(Materials used in the class presentation will be available for download from
http://www.small-business-consultants.net/small_business_resource/Internet_marketing_clinic.htm)**





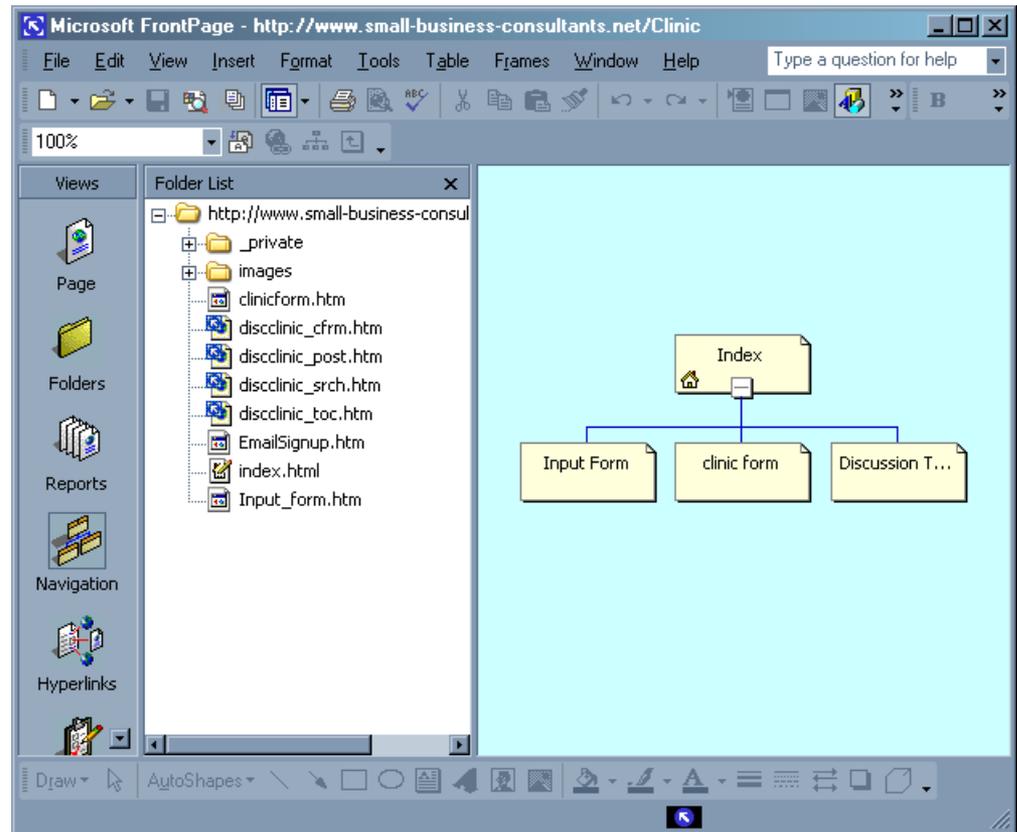
Setting up Frontpage

- 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.



Directory vs. Navigation Structure

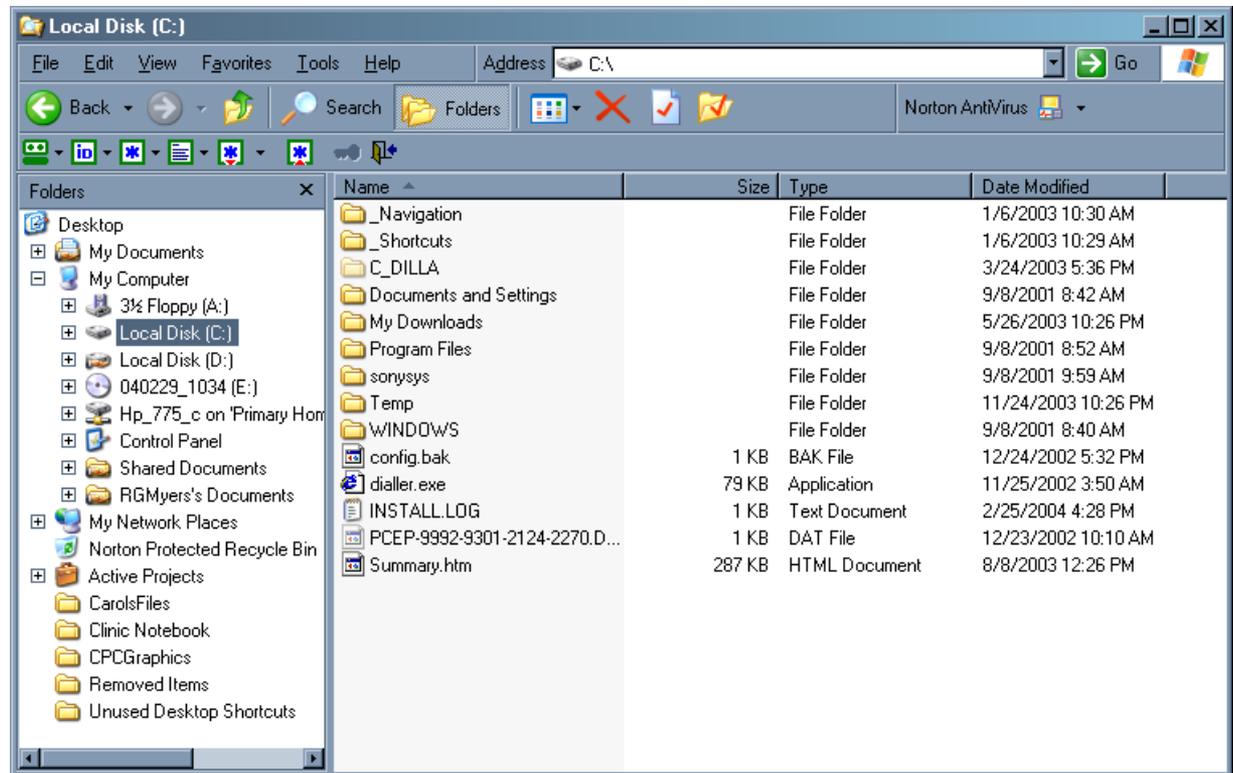
- Note the Directory structure on the left panel.
- Navigation structure in the right panel.





Directory Structure

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



Directory Structure on the Web

- Directory structure becomes part of URL.

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

The screenshot shows a Microsoft Internet Explorer browser window. The address bar contains the URL: http://www.small-business-consultants.net/small_business_resource/Internet_marketing_clinic.htm. The website content includes a header for 'Small Business Consultants' with a search bar and navigation links. A breadcrumb trail reads: [small business resource](#) / [internet marketing, web site promotion](#) / [home office computer support](#). The main content area is titled 'Internet Marketing Clinic' and contains text about free internet marketing clinics and a class schedule. A yellow callout bubble points to the directory structure in the URL.



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”

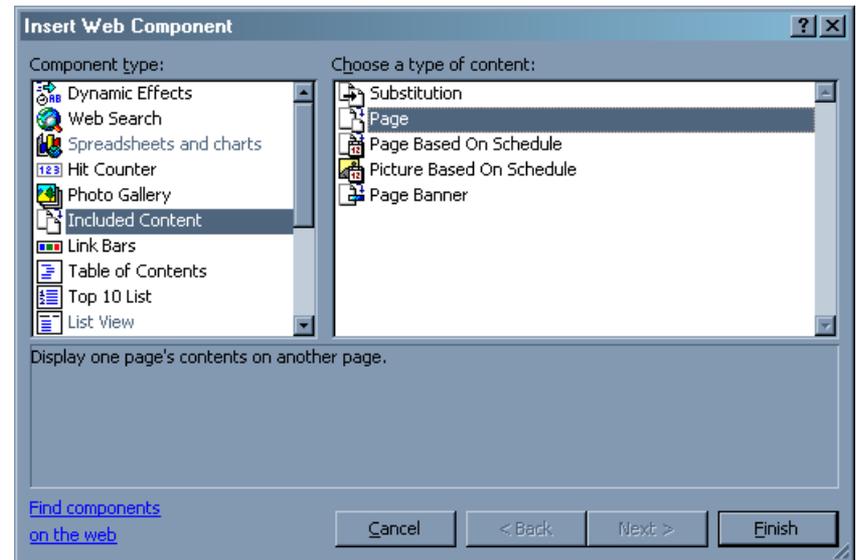
- Create a page for the site header and one for the site footer.
- Use tables defined in percent.
- Store in a separate folder(?) for convenience.
- Design can vary for different pages, if desired.
- More pages can be designed for “left nav” or “right nav”, if appropriate.
- Pages can also be designed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

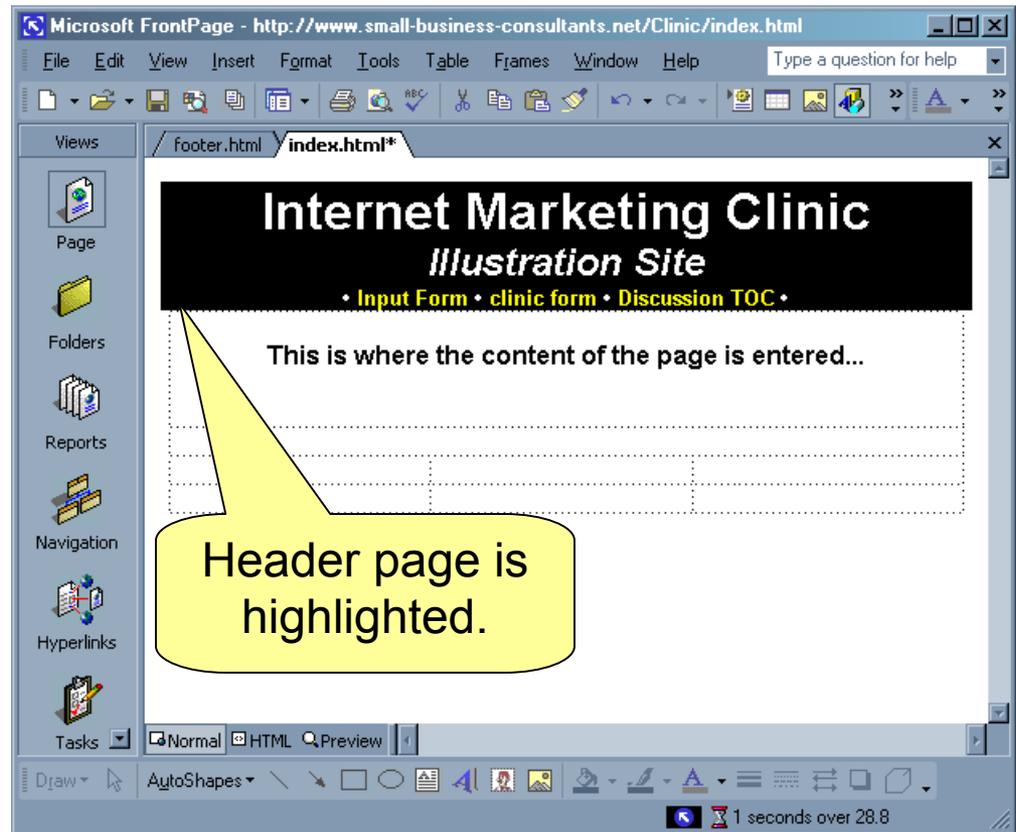
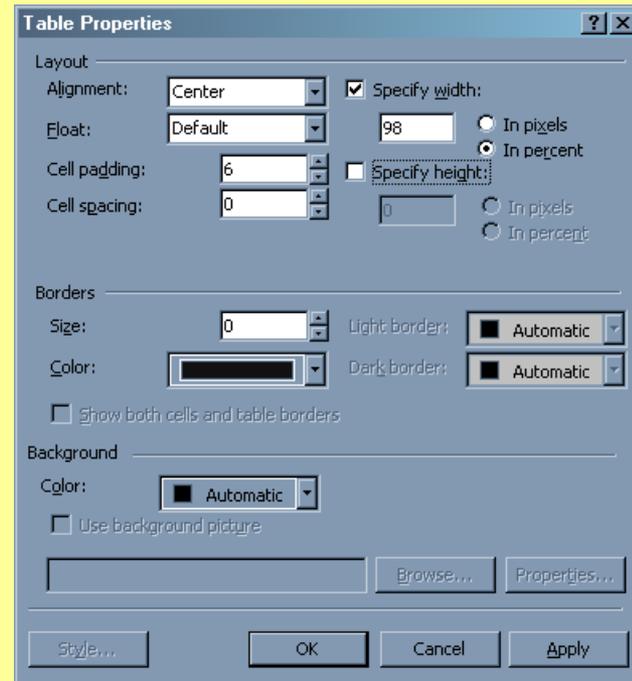
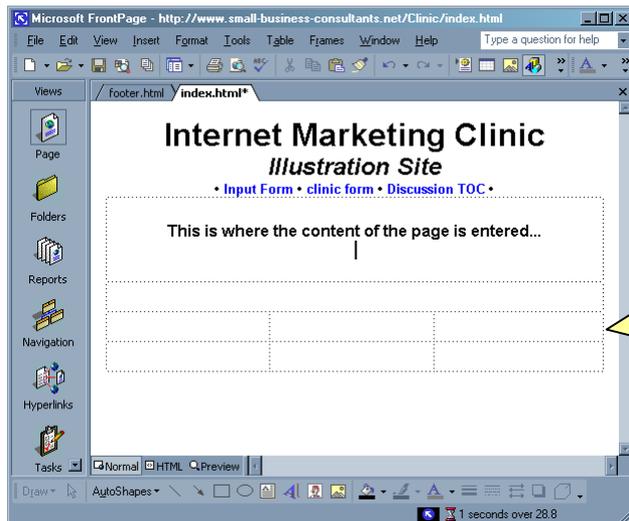


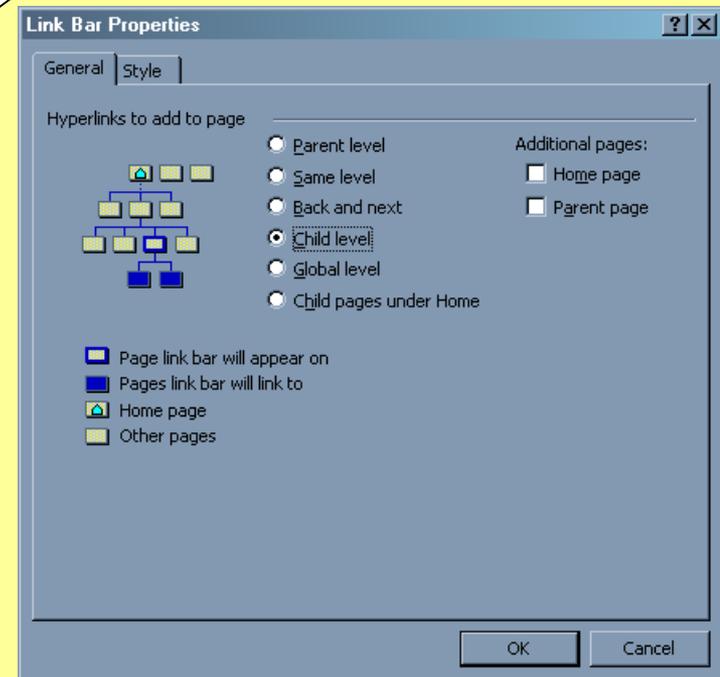
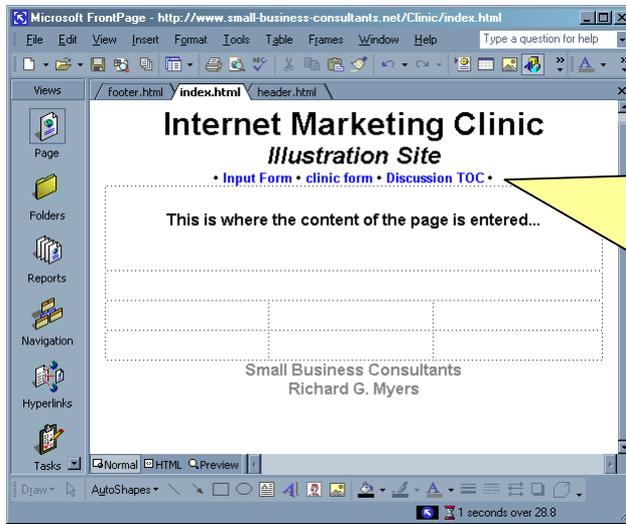
Table Parameters

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



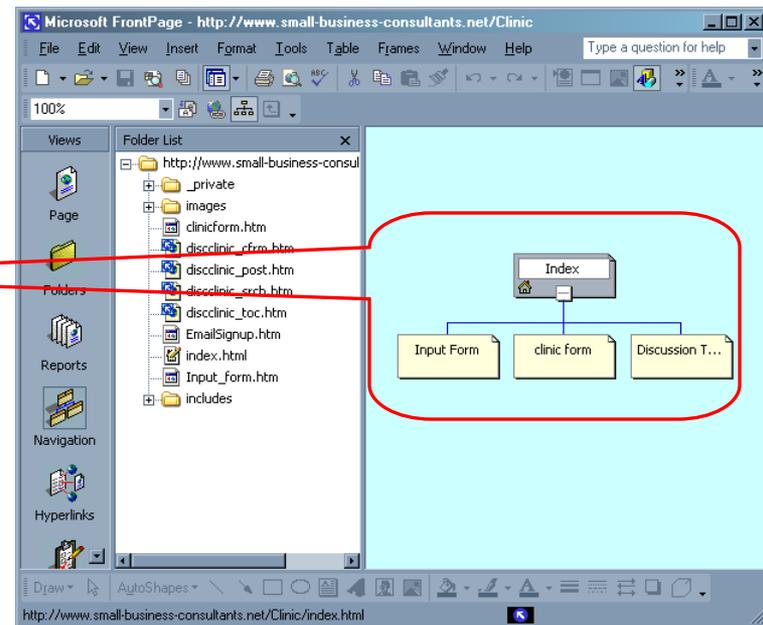
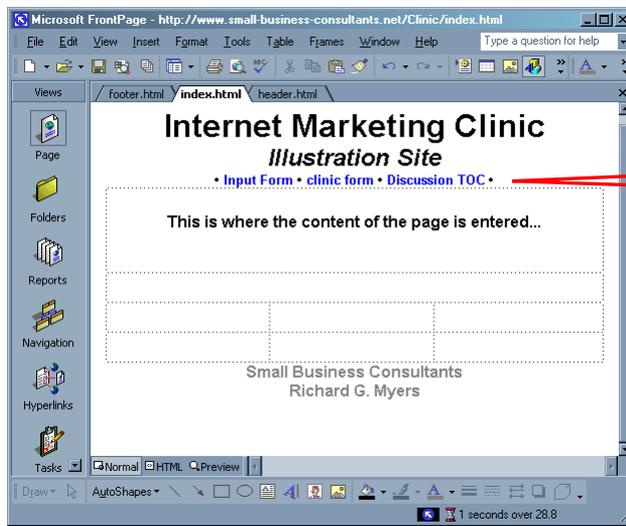
Link Bar (“navbar”) Creation

- Note how pages to be included are identified in “Link Bar Properties”.



Link Bar vs. Navigation Structure

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





END OF PRESENTATION

- Time for your questions?

