

Search Engine Marketing Creating your Web Site in Microsoft Frontpage

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)





Primary Considerations

- Hosting company must offer Frontpage support.
- Frontpage is simple tool with fairly low "startup" requirements.
- Code generated by Frontpage is inefficient.
- Offers many features in "wysiwyg" environment.
 - "what you see is what you get"





Design Issues

- Site is primarily "static" pages.
 - Not oriented to moving elements.
 - Amenable to search engine indexing.
 - Focus is on content.
- Basic design concept is simplicity with limited graphics.
 - Contributes to speedy load times.
 - Easy to develop and manage.
 - More complex requirements for handling user input will not be addressed.





Limitations of Approach

- Not really suitable for large or complex sites.
 - Extensive product lines with lots of detail.
 - Database driven sites will serve these needs much better.
- Works for small retail sites or informational sites.
 - Use 50-200 pages as a rough guideline.





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.







Sample "Home Page" Layout







Lower Half of Sample





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Directory vs. Navigation Structure

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







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Directory Structure

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

🖭 Local Disk (C:)								
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1 4 31/2 Floppy (A;)	Documents and Settings		File Folder	9/8/2001 8:42 AM				
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CarolsFiles								
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CPCGraphics								
Removed Items								
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Directory Structure on the Web

Internet marketing clinic,free classes,search engine optimization,website design,Houston - Microsoft Internet Explorer - 181 × • Directory < 🕞 Back 🔹 🌖 🚽 × 2 🛆 🔎 Search 🐈 Favorites 💓 Media 🥝 😓 😓 😒 📼 * Edit View Favorites Tools Help 🔽 🔁 Go 🔢 Links 🚞 _Hot Tools 🛅 Internet 101 👘 Routine Tasks Address 🗃 http://www.small-business-consultants.net/small_business_resource/Internet_marketing_clinic.htm Search ▼ The The Search ▼ 164,559 Search ▼ Webhostingforidiots.com ······ Alexa - internet marketing clinic 뒆 🗢 STOP popups Google -🔽 🍪 Search Web 👻 Search Site 🧊 🛛 PageBank 🚯 🗸 🗗 48 blocked 🛛 🖉 Options 🥒 🥨 EarthLink structure Y 🖉 🖉 internet marke Search Web 🔹 🕞 + 🚳 🔹 🏷 🔹 💌 🕶 🔛 becomes part of Small Business Consultants Search this site powered by FreeFind Find! Site Map in Houston Texas USA URL. Site Man Client Benefits Links • small business resource • internet marketing, web site promotion • home office computer support • small business resource / internet marketing, web site promotion / home office computer support Internet Marketing Clinic Note that the Folder Free Internet Marketing Clinics are offered several times a month in the University of Houston Small Business Development Center at 2302 Fannin in downtown Houston. The objective of the clinics is to allow parties who want to promote business and other activities over the Internet to learn the best techniques and practices to become effective. names become part More information about Internet marketing and Internet Marketing Tips can be found on my site. of the URL of the A handy tool that I use for managing reciprocal links on my site and on my clients' sites is Arelis, a software package available from Axandra. This is not "freeware", as are many of the software packages I mention on this site, but it is software that I use personally and have page! found to be a very powerful and useful aid to the tedious work of obtaining and managing the all-important links in to my sites. It is available for a trial period to give you an opportunity to experiment with its functions. Although you cannot use the trial version to work with the links on your site, you can get a good idea of the functionality of the software and how you use it. **Class Schedule** Please be sure to check this site frequently for further information, as the situation can change any time. We send 🖉 Done







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.



K Microsoft FrontPage - http://www.small-business-consultants.net/Clinic/index.html

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Table Parameters

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

3aveu:	Cell padding: 6
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Table Properties

Center

Default

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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			
	O Parent level	Additional pages:	
<u> </u>	O <u>S</u> ame level	🗖 Ho <u>m</u> e page	
	Back and next	Parent page	
	💿 Child level		
	🔘 Global level		
	C Child pages under Home		
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Page link bar will	appear on Il link to		
A Home page			
Other pages			
		OK Cancel	





Link Bar vs. Navigation Structure

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







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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 4.0 browsers and later 3.0 browsers and later Custom Enabled with Microsoft FrontPage	Server <u>E</u> xtensio	ons					
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		OK	Cancel				







End of Presentation

• Time for your questions?



