



UNIVERSITY of HOUSTON
SMALL BUSINESS DEVELOPMENT CENTER

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.



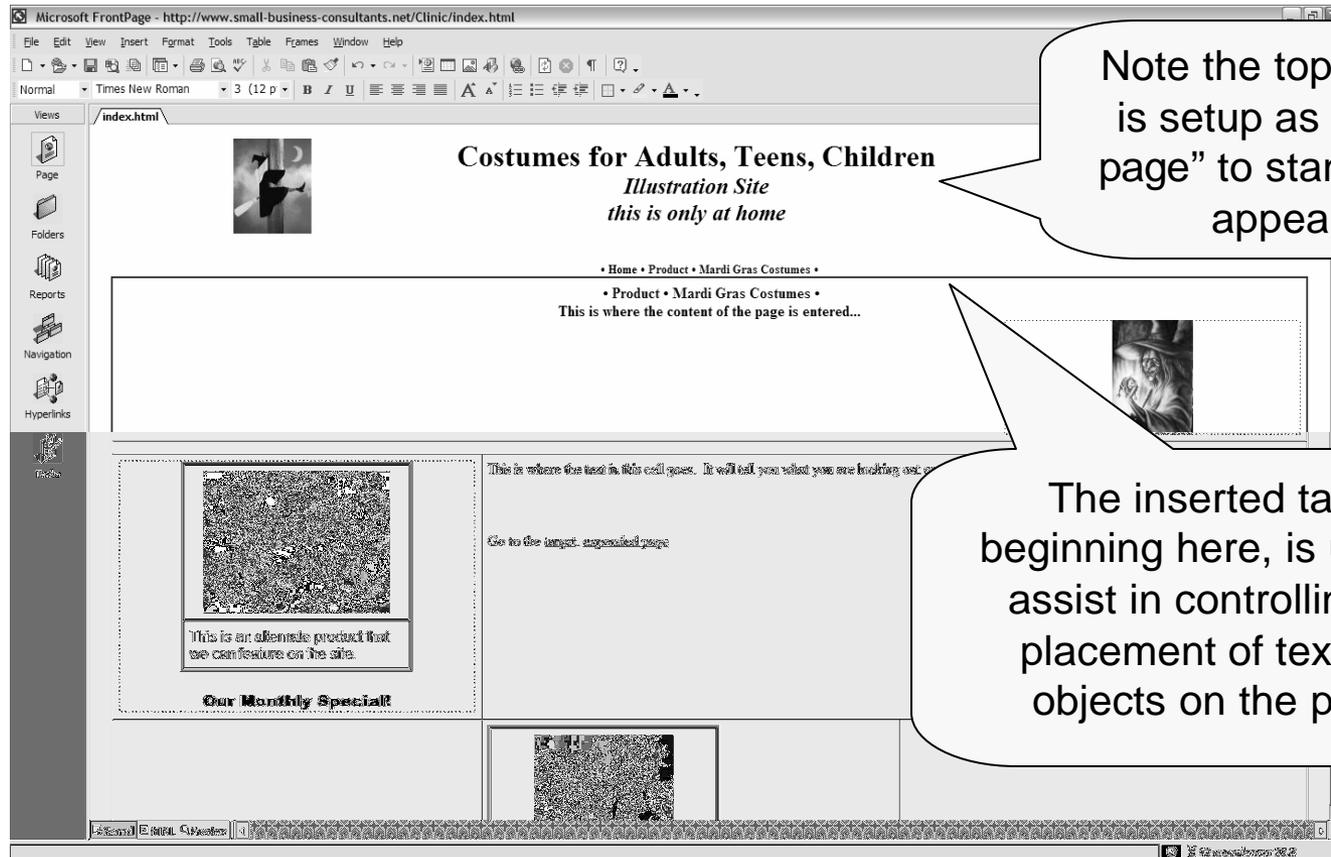


Setting up Your Page Format

- 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





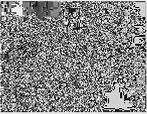
Lower Half of Sample

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

File Edit View Insert Format Tools Table Frames Window Help

Normal Times New Roman 3 (12 p) B I U

Views: index.html

 <p>This is an alternate product that we can feature on the site.</p> <p>Our Monthly Special!</p>	<p>This is where the text in this cell goes. It will tell you what you are looking out on the left side of the screen.</p> <p>Go to the target expanded page</p>
	 <p>This is a product feature can feature on the site. Describe these features and where you might use them...</p>

Small Business Consultants
2000 Dunbar Drive
Houston, TX 77056
E-mail: info@computer-productivity.com

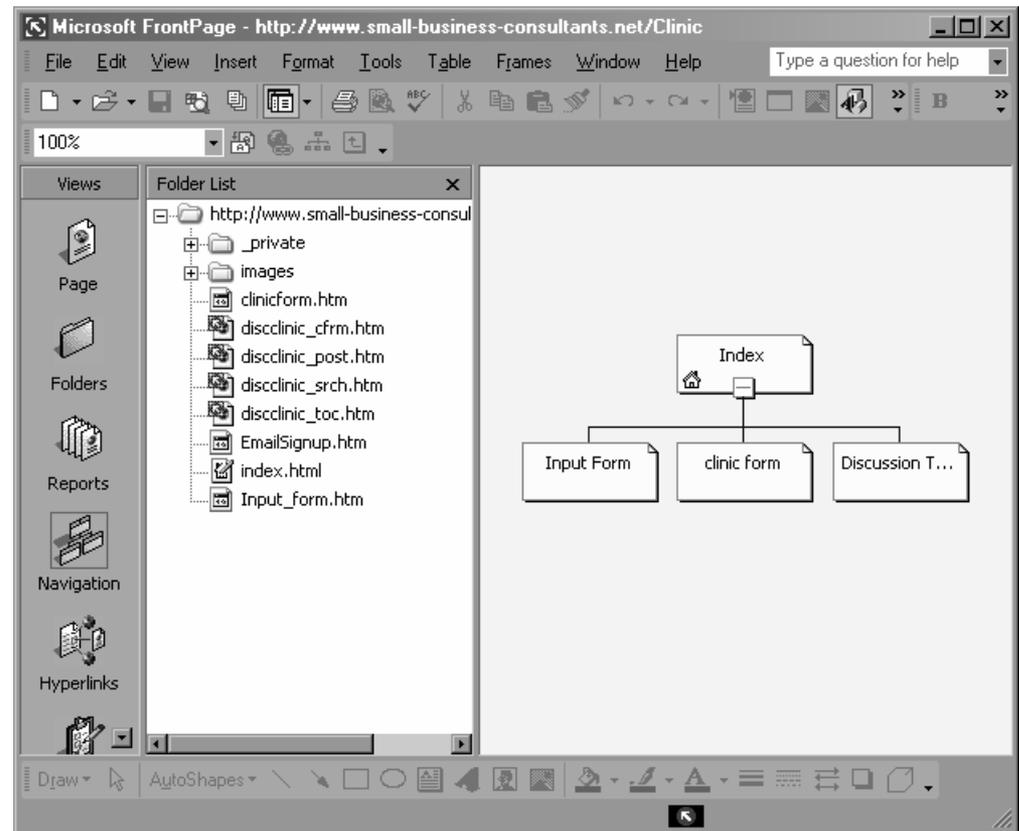
The page footer is also an “include page”, and provides the business address on all pages. This aids in “localizing” the web site.





Directory vs. Navigation Structure

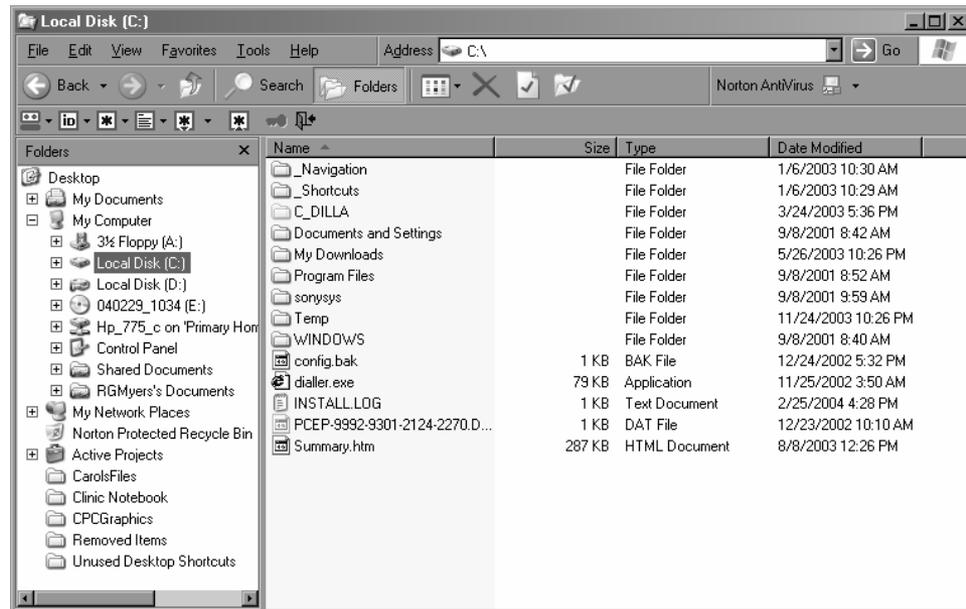
- Note the Directory structure on the left panel.
- Navigation structure in the right panel.





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 displaying the website 'Small Business Consultants' at the URL 'http://www.small-business-consultants.net/small_business_resource/Internet_marketing_clinic.htm'. The browser's address bar and search engines (Google, Yahoo!, Alexa) are visible. The website content includes a navigation menu with 'Client Benefits', 'Links', and 'Site Map'. The main content area features a section titled 'Internet Marketing Clinic' with a paragraph of text and a 'Class Schedule' section. A callout box highlights a software package named 'ARELIS'.





Use “Include Pages”

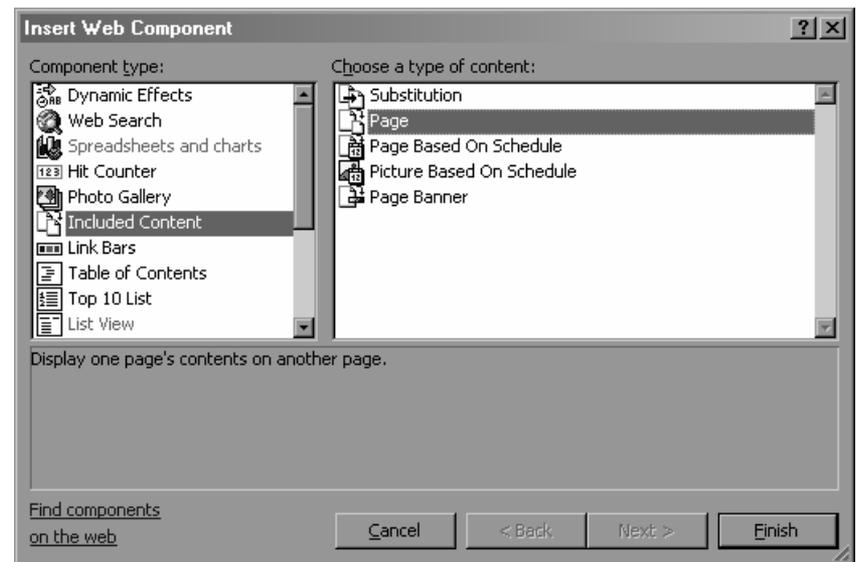
- Create a page for the site header and one for the site footer.
- Use tables defined in percent.
- Store in a separate folder(?) for convenience.
- Design can vary for different pages, if desired.
- More pages can be designed for “left nav” or “right nav”, if appropriate.
- Pages can also be designed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

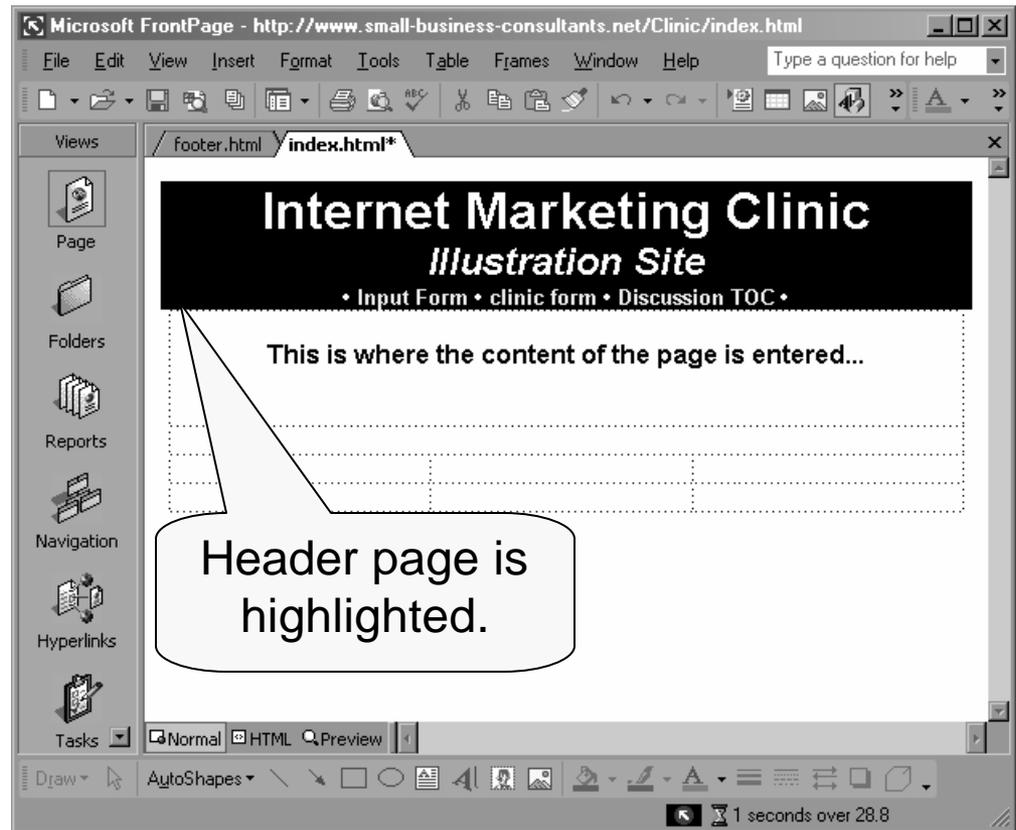
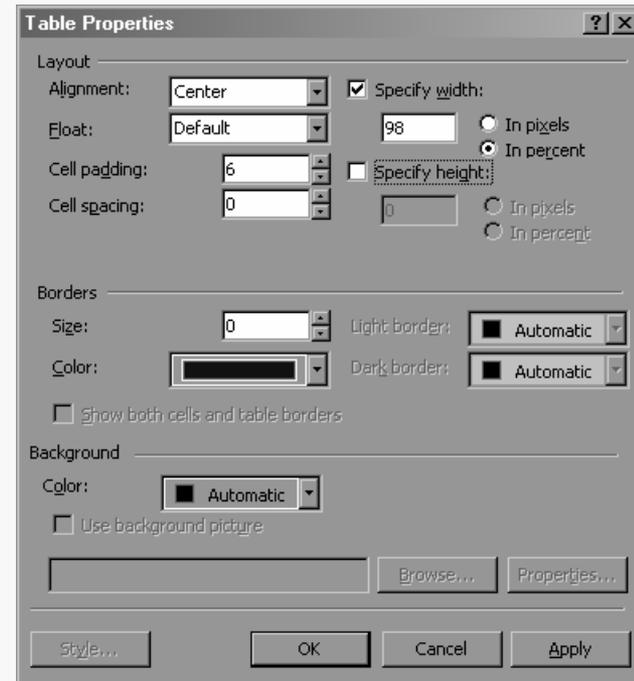
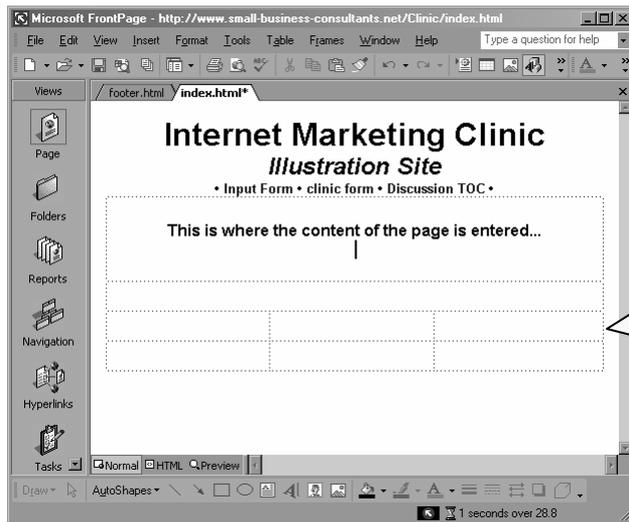




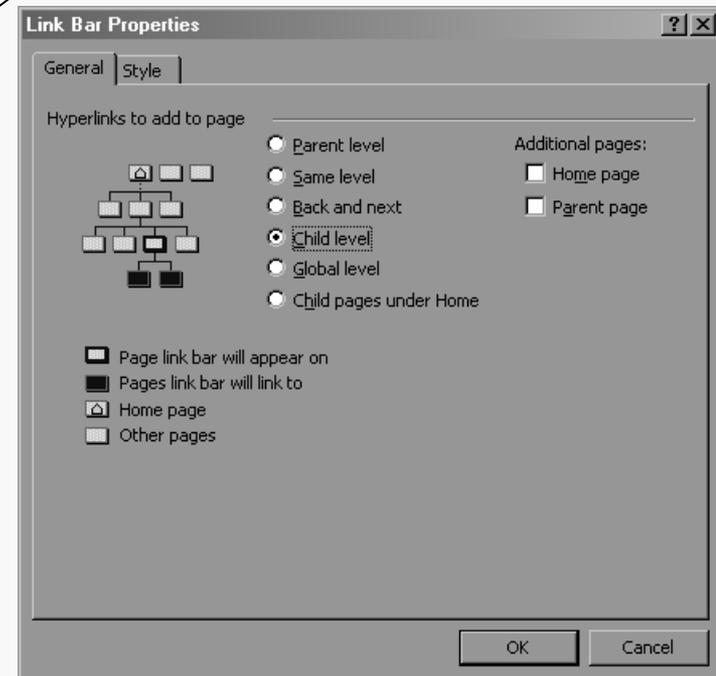
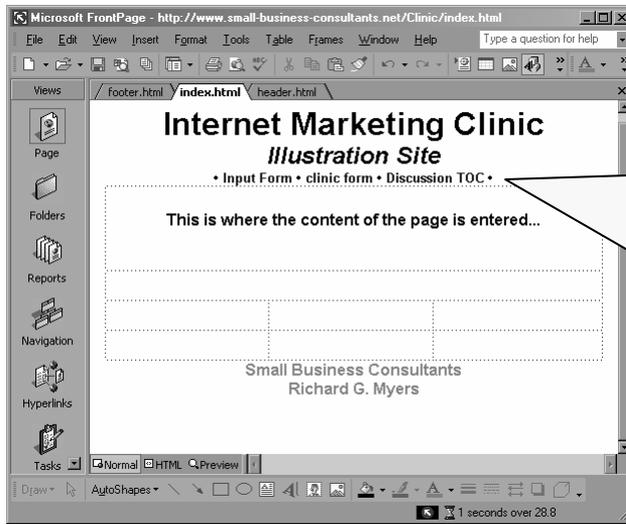
Table Parameters

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



Link Bar (“navbar”) Creation

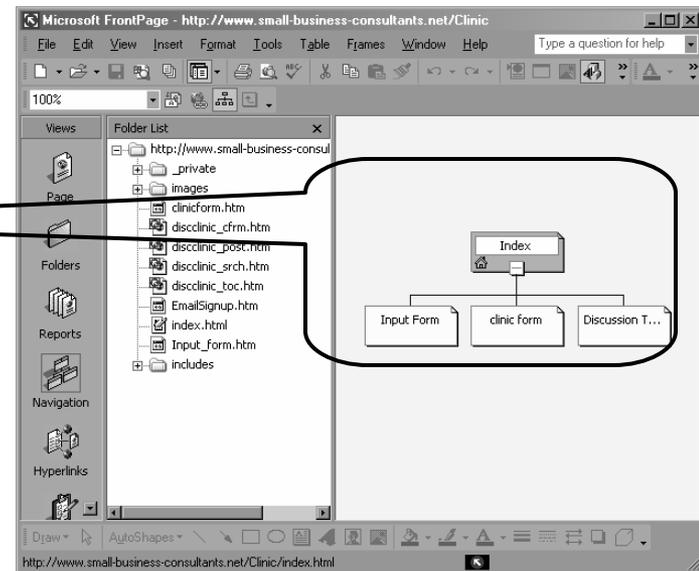
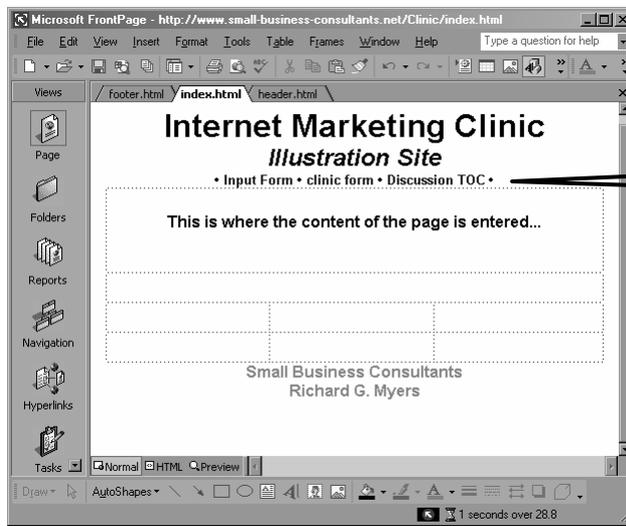
- Note how pages to be included are identified in “Link Bar Properties”.





Link Bar vs. Navigation Structure

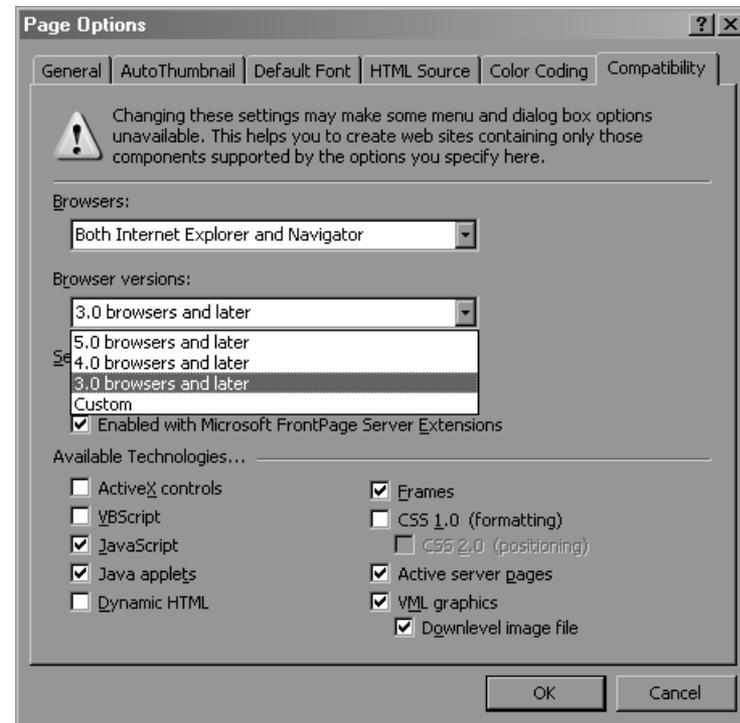
- Note relationship of link bar content to navigation layout.
- Note titles and link page names.





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.





End of Presentation

- Time for your questions?

