

Contents at a Glance

<i>Introduction</i>	1
<i>Book I: Getting Started</i>	7
Chapter 1: Starting with a Plan	9
Chapter 2: Defining the Audience	43
Chapter 3: Gathering Content	61
Chapter 4: Choosing the Right Tools	91
<i>Book II: Designing for the Web</i>	123
Chapter 1: Defining the Look and Feel	125
Chapter 2: Mocking Up the Design	153
Chapter 3: Slicing and Optimizing Web Graphics	175
<i>Book III: Building Web Sites</i>	205
Chapter 1: Adding Text, Images, and Links	207
Chapter 2: Organizing Content with Tables and Lists	249
Chapter 3: Styling with Cascading Style Sheets	271
Chapter 4: Understanding CSS Style Properties	301
Chapter 5: Creating Web Layouts	333
Chapter 6: Constructing Navigation Systems	359
Chapter 7: Designing Web Forms	391
Chapter 8: Making Your Pages Interactive	423
Chapter 9: Building Web Sites	459
<i>Book IV: Web Standards and Testing</i>	481
Chapter 1: Following Web Standards	483
Chapter 2: Testing, Accessibility, Compliance, and Validation	509
<i>Book V: Publishing and Site Maintenance</i>	543
Chapter 1: Domain Registration and Hosting	545
Chapter 2: Publishing Your Site	571
Chapter 3: Search Engine Optimization and Site Maintenance	593
<i>Index</i>	621

Table of Contents

Introduction 1

About This Book.....	1
Foolish Assumptions	2
Conventions Used in This Book	2
How This Book Is Organized.....	3
Book I: Getting Started.....	3
Book II: Designing for the Web.....	4
Book III: Building Web Sites.....	4
Book IV: Web Standards and Testing	4
Book V: Publishing and Site Maintenance.....	4
Icons Used in This Book.....	5
Where to Go from Here.....	5

Book I: Getting Started 7

Chapter 1: Starting with a Plan 9

Understanding the Different Phases of a Web Project	10
Determining the Site's Purpose	11
Checking out the competition	11
Gathering information	12
Developing a statement of purpose	13
Building a Site Image.....	15
Determining Site Content	16
Minimum requirements	16
Marketing and sales content.....	18
Diagnosing the Site's Dynamic Requirements	24
Defining Ways to Attract Visitors	27
E-newsletters.....	28
Free tips and articles	31
Blogs.....	32
Polls and calculators.....	37
Contests and sweepstakes	40

Chapter 2: Defining the Audience 43

Defining the Target Audience	44
Doing informal market research.....	44
Gathering Internet usage statistics	45
Sizing up the competition	48

Defining the Ideal Site Visitor	52
Determining Benefits to Site Visitors.....	56
Defining the true benefits	57
Taking the visitor's perspective	58

Chapter 3: Gathering Content61

Defining Site Content Requirements.....	62
Gathering content	62
Crafting the vision of the site.....	63
Building Wireframes	70
Gathering Text and Graphics.....	73
Hiring a copywriter	75
Hiring freelance artists	76
Licensing stock images.....	77
Choosing page titles and meta-tag data	80
Organizing Site Content.....	85
Building a Site Map	87

Chapter 4: Choosing the Right Tools91

Working with Web Editors.....	92
Selecting a Web editor	93
Understanding HTML and CSS structure	95
Looking at Web page structure.....	97
Building a Web page.....	98
Saving Web files	100
Choosing the Right Graphics Software.....	102
Graphics programs.....	102
Web graphic optimization programs	107
Working with Color	108
Using Web-safe colors.....	108
Using hexadecimal colors	110
Choosing a Shopping Cart.....	114
Using PayPal shopping carts	115
Checking out Google Checkout	116
Looking into third-party and Web-hosted shopping carts.....	116
Building custom shopping carts	117
Planning for secure transactions.....	118
Knowing When to Hire a Programmer.....	119
Taking a look at your dynamic content needs.....	119
Finding a good programmer.....	121

Book II: Designing for the Web..... 123

Chapter 1: Defining the Look and Feel125

Working with the Client to Make Design Choices125
 Defining a Site Theme Using Target Data126
 Making Basic Layout and Design Decisions.....129
 Choosing a size for your site.....130
 Selecting a fixed-width or flexible layout132
 Choosing a method for printing the layout.....137
 Picking a color palette138
 Choosing the right fonts140
 Selecting a Navigation System.....142
 Choosing a location and style.....145
 Determining how to handle submenus.....146
 Organizing the Site’s Look and Feel148
 Positioning the brand148
 Designing layouts on the grid148
 Making a layout checklist.....150

Chapter 2: Mocking Up the Design153

Understanding the Value of a Mock-up154
 Working from a Site Map155
 Creating the Mock-up157
 Blocking out the parts of the page157
 Designing “above the fold”160
 Unifying the layout with design elements163
 Finalizing the Mock-up.....166
 Showing the subnavigation167
 Presenting the mock-up to the client.....169
 Creating Additional Web Graphics.....171
 Header graphics171
 Rollover graphics172
 Background images173
 Other graphics.....173

Chapter 3: Slicing and Optimizing Web Graphics175

Web Graphics 101.....176
 Color mode.....177
 Color gamut warnings.....178
 Resolution180
 Unit of measure.....182
 File and page size182

Optimizing and Slicing Graphics	183
Understanding optimization	183
Choosing an optimization program	183
Optimizing using Save for Web & Devices.....	184
Slicing up graphics	186
Selecting the Right Web Format	191
Choosing Web Optimization Settings	196
GIF and PNG-8 optimization	197
PNG-24 optimization	200
JPG optimization	200
Optimization Output Options.....	201

Book III: Building Web Sites205

Chapter 1: Adding Text, Images, and Links207

Setting Up Basic HTML.....	208
Adding the title, DOCTYPE, and metadata.....	208
Adding a page title	209
Adding a DOCTYPE	209
Adding metadata	211
Coding pages by hand	214
Coding Your Pages	217
Adding Page Content	219
Inserting text.....	219
Adding graphics.....	223
Creating Hyperlinks	229
Understanding local and global links	230
Linking targets	231
Linking graphics	234
Creating other link types.....	237
Labeling Content for CSS Markup	243
Making Content Accessible.....	245

Chapter 2: Organizing Content with Tables and Lists249

Inserting Tables on a Page	249
Discovering what you can do with tables	250
Understanding the structure of a table	251
Adding content to table cells.....	252
Formatting Tables	253
The id attribute.....	254
Table widths and heights	254
Table and cell alignment.....	256

Table borders.....	257
Cellpadding and cellspacing attributes.....	258
Table headers.....	260
The nowrap attribute.....	260
Splitting and merging table cells.....	260
Background and border colors.....	261
Tiling background images.....	263
Nesting tables.....	264
Inserting Lists on a Page.....	264
Examining the two list types.....	264
Nesting lists.....	266
Adding content and formatting a list.....	268

Chapter 3: Styling with Cascading Style Sheets271

Understanding CSS Basics.....	271
Using CSS as a Web standard.....	272
Taking a look at the anatomy of a style.....	273
Exploring inline, internal, and external CSS.....	274
Linking external CSS to a page.....	277
Setting CSS media types.....	279
Linking CSS with Dreamweaver.....	284
Working with CSS Style Selectors.....	286
Applying custom class styles.....	286
Making CSS tag redefine styles.....	288
Creating ID styles.....	290
Building compound styles.....	292
Creating a master CSS file.....	294

Chapter 4: Understanding CSS Style Properties301

Working with the CSS Box Model.....	301
Exploring the Eight Style Property Categories.....	304
The type properties.....	305
The background properties.....	307
The block properties.....	310
The box properties.....	313
The border properties.....	314
The list properties.....	315
The positioning properties.....	317
The extension properties.....	321
Styling the Content on Your Pages.....	322
Styling paragraphs, headers, and footers.....	322
Styling lists and tables.....	324
Styling images and AP elements (layers).....	327
Finding CSS Resources Online.....	329

Chapter 5: Creating Web Layouts	333
Creating Standards-Compliant, Accessible Layouts	333
Working with Layers	335
Discovering the benefits of layers-based layouts	336
Understanding what layers are.....	337
Creating a Layers-Only Layout	338
Adding a layer to a page	338
Building a CSS layers-based layout	339
Styling a CSS layers-based layout.....	344
Building an Old-School HTML Tables-Based Layout for HTML E-Mail and Newsletters.....	349
Understanding the benefits of tables-based layouts	349
Building an HTML e-mail or newsletter	351
Finding Online Resources for Layers-Based Layouts	356
Chapter 6: Constructing Navigation Systems	359
Assessing the Navigational Needs of Your Site	360
Discovering the Basic Principles of Navigation Systems	361
Wide versus deep menus	362
Single-tier menus	363
Multitier menus	363
Choosing the Right Menu for Your Site	364
Creating Text Navigation Menus	366
Exploring your layout options	366
Creating a rollover text-based navigation bar	367
Creating Rollover Button Graphic Navigation Menus	371
Understanding how to build rollovers.....	372
Outputting rollovers in Fireworks.....	374
Creating rollovers in Dreamweaver	377
Creating Multitier Spry Menus in Dreamweaver	379
Creating CSS List Navigation Menus	383
Chapter 7: Designing Web Forms	391
Deciding What Visitor Information to Collect	392
Encrypting and Processing Collected Form Data	394
Deciding whether to purchase an SSL digital security certificate	394
Understanding how data encryption works	396
Understanding the Structure of Web Forms	400
Creating a Web Form.....	401
Creating the structure of the form	401
Adding individual form fields	406

Validating Web Forms	412
Understanding what a validating form is	412
Adding a Validate Form behavior to a form	413
Building Spry Web Forms in Dreamweaver	416
Taking a look at the Spry validation widgets	416
Adding Spry validation fields to a form.....	417
Testing Validated Web Forms	419

Chapter 8: Making Your Pages Interactive 423

Getting to Know JavaScript.....	424
Creating Multipart Rollover Effects	426
Launching a New Browser Window	432
Deciding when to launch a new browser window.....	432
Hand-coding the script to launch a pop-up window	434
Adding a pop-up window to your page with Dreamweaver.....	436
Building Image Maps.....	439
Adding an image map to a graphic.....	440
Building complex image maps	441
Adding Multimedia Files.....	444
Adding a multimedia file to your page.....	444
Creating slide shows	447
Adding sound with Dreamweaver	450
Providing Daily Interactive Content on Your Pages.....	452
Daily tip or news item.....	452
Daily word game	457
Daily blog entries.....	457

Chapter 9: Building Web Sites 459

Building the Master Page	460
Building Web Sites with Templates.....	460
Using Dreamweaver templates	461
Preparing a page to become a template	462
Creating a Dreamweaver template	464
Creating templates with editable regions	465
Creating and editing template-based files.....	467
Working with Server-Side Includes (SSIs)	469
Understanding what SSIs are	469
Including an SSI file inside a page	469
Editing an SSI file	471
Ensuring success with SSIs	471
Creating, Including, and Testing SSIs.....	472

Editing Paths to Work with SSIs	476
Understanding the different path types	476
Adjusting paths in an SSI file from document relative to site-root relative	478
Comparing Templates and SSIs	479

Book IV: Web Standards and Testing481

Chapter 1: Following Web Standards483

Working with Web Standards.....	484
Understanding the importance of writing standards-compliant code	484
Taking a look at W3C recommendations	485
Exploring the W3C Web site.....	486
Using DOCTYPEs (DTDs)	489
Selecting a DOCTYPE.....	489
Adding a DOCTYPE in Dreamweaver.....	493
Writing Semantic HTML and XHTML Code.....	495
Formatting with CSS Instead of HTML.....	498
Comparing CSS and HTML formatting.....	499
Taking a look at the benefits of CSS	500
Exploring pages styled with CSS	501
Finding Out about Accessibility Standards	503

Chapter 2: Testing, Accessibility, Compliance, and Validation ... 509

Understanding the Process of Validating Your Code.....	510
Performing Prelaunch Testing.....	510
Creating a Web-testing checklist	511
Testing on multiple platforms, browsers, and devices	512
Cleaning Up Your Code.....	515
Finding and replacing errors.....	516
Checking spelling	517
Removing unwanted formatting	518
Applying consistent (X)HTML syntax.....	520
Applying source formatting	521
Converting syntax by DTD	521
Fixing Common Code Errors.....	524
Validating your markup	526
Checking browser compatibility	527
Verifying internal and external links	529
Generating site reports.....	530

Validating HTML and CSS Markup.....	531
Using free online validation tools.....	532
Fixing noncompliant code.....	536
Retesting and failing acceptably.....	538
Obtaining proof of validation.....	540

Book V: Publishing and Site Maintenance543

Chapter 1: Domain Registration and Hosting545

Understanding How to Get Your Site Online.....	545
Selecting a Domain Name.....	546
Understanding what a domain name is.....	547
Finding a domain name for your client.....	549
Using domain name generators.....	549
Checking domain name availability.....	550
Registering a Domain Name.....	553
Using a domain registrar.....	553
Using a host provider.....	554
Activating your domain.....	555
Finding the Best Hosting Plan.....	555
Researching host providers.....	555
Evaluating hosting plan packages.....	557
Creating a Custom Placeholder Page.....	560
Designing a placeholder page.....	562
Uploading a placeholder page.....	568

Chapter 2: Publishing Your Site571

Uploading Files with File Transfer Protocol.....	572
Choosing the right FTP program.....	572
Setting up a remote connection.....	575
Setting Up a Test Directory.....	579
Getting and Putting Files.....	581
Putting files on the remote server.....	582
Transferring files with Dreamweaver.....	582
Performing Final Site Testing.....	585
Creating Custom 401 and 404 Error Pages.....	587
Creating the error pages.....	588
Editing the .htaccess file.....	590
Publishing Your Site.....	591

Chapter 3: Search Engine Optimization and Site Maintenance . . . 593

Understanding Search Engine Optimization.....	594
Practicing Ethical SEO Techniques.....	595
Optimizing Your Site for Search Engines.....	597
Maximizing keywords	598
Including descriptive text and hyperlinks	600
Embedding object and image descriptions.....	600
Adding keyword and description meta tags	601
Updating bland page titles	603
Submitting a Site to Search Engines	605
Hand-submitting the URL	605
Waiting for the site to be listed.....	608
Giving Your Site an HTML Site Map	608
Deciding what to include on the HTML Site Map page.....	609
Creating a Site Map page	611
Making the site map accessible.....	613
Keeping the Site Relevant	616
Performing site maintenance.....	616
Scheduling site updates.....	617
Adding new content regularly	617
Moving on.....	619

<i>Index</i>	621
--------------------	------------