

So You Want to Build a Website...

Introduction to HTML & FTP

With Sarah Johnson

First things first...

Master Your Domain

- Registration
 - Domain Name Service
 - Renewals
- The Registrars
- [Register.com](#)
 - [GoDaddy.com](#)
 - [Network Solutions](#)
 - [PairNic](#)

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www.GeekGirlCamp.com

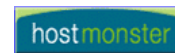
[Twitter.com/geekgirlcamp](https://twitter.com/geekgirlcamp)

[etruro.com](#)
get online • in print • in front of your customers

The Geek Girl logo features a stylized pink and purple character icon to the left of the text "geek girl" in a bold, sans-serif font. Below the text is a tagline: "empowering women through technology, one Geek Girl at a time."

Host with the Most

- Determine your website needs
- With the increases demand for hosting, many companies offer great deals - but do your research
- Most simple websites can be hosted for \$50 or less a year
- Sign-up with a hosting plan that can grow with yo



HTML to get your started...

Learn html online

Basic HTML

- <head>
- <body>
- Paragraphs - <p>
- Bold -
- Headers - h1 - h6
 - <h1>
- Tables - <table>, <tr>, <td>
- Lists - ,

www.w3schools.com

www.html.net

www.learnwebdevelopment.com

What is CSS?

- Cascading style sheets

Get your files out into the world....

Define your remote site - DW puts files onto your hosting server for you so your changes go live

The screenshot shows a 'Basic' tab in a dialog box for defining a remote site. The fields are as follows:

- Server Name: etruro.com
- Connect using: FTP (dropdown menu)
- FTP Address: etruro.com
- Port: 21
- Username: sarahjohnson
- Password: [masked with dots]
- Save: ☒
- Test: [button]
- Root Directory: [empty field]
- Web URL: http://etruro.com/
- More Options: [expandable section]
- Buttons: Help, Cancel, Save

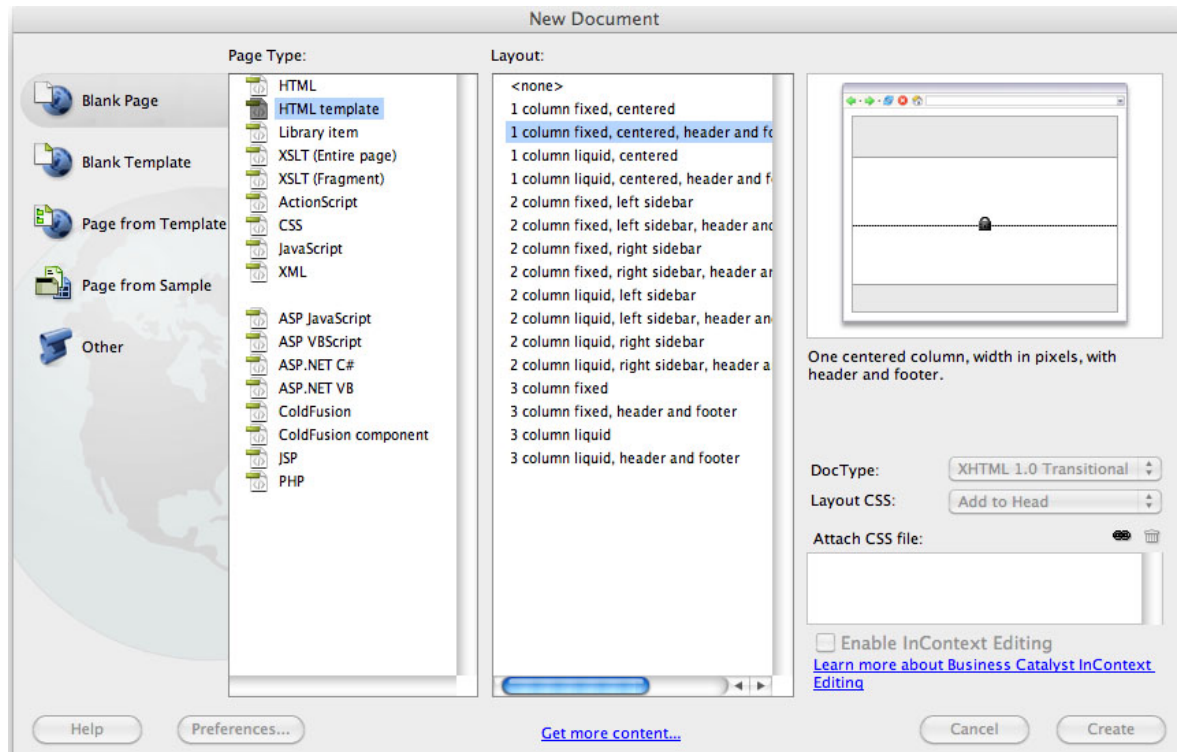
Designer or Developer?

Set up your workspace

- Go to Window > Workspace Layout
- Choose from up to 8 layouts depending on version of DW
- Designer layouts show you a visual representation of the web page
- Code views show you the code
- Split views show both in a split screen

Time to create a page...

- Create a new page
- Save the file
- File structure
- Adding basic page elements
- Title and meta tags



Meta tags...

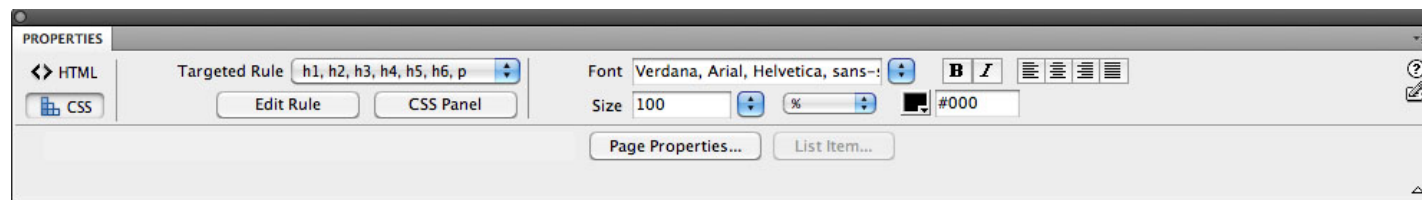
Search engine optimization - page titles, descriptions, keywords

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
    <title>cape cod website design, website designers, cape cod
website design, cape cod web design, cape cod, wellfleet, eastham,
truro</title>
<meta name="Description" content="etruro offers complete cape cod website
design services, Information architecture, cape cod Web Design, Web
Standards." />
<meta name="Keywords" content="cape cod website design,cape cod web
design, cape cod, truro website design, provincetown, wellfleet, eastham,
orleans, website designers, web designers, web design, website design,
marketing, blog, design, brochure" />
```


Liven up your text...

- Headings
- Bold and italics
- Fonts and colors

Here's what the properties window looks like:



Here's what css looks like:

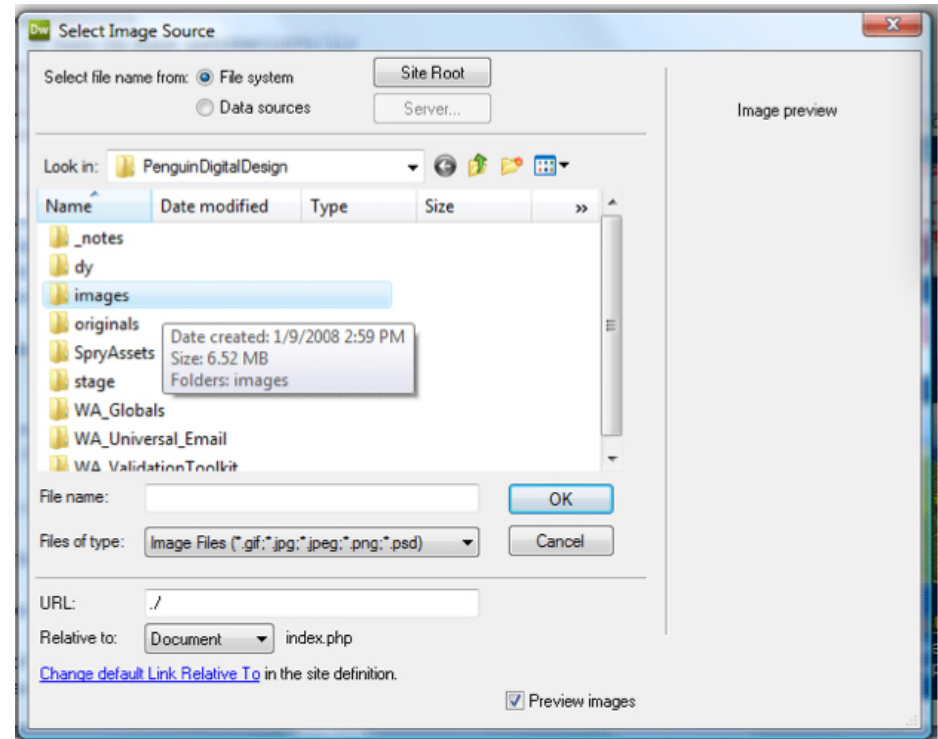
```
body {
  font: 100%/1.4 Verdana, Arial, Helvetica, sans-serif;
  background: #42413C;
  margin: 0;
  padding: 0;
  color: #000;
}

/* ~~ Element/tag selectors ~~ */
ul, ol, dl { /* Due to variations between browsers, it's best pract
padding: 0;
margin: 0;
}

h1, h2, h3, h4, h5, h6, p {
margin-top: 0; /* removing the top margin gets around an issu
padding-right: 15px;
padding-left: 15px; /* adding the padding to the sides of the e
}
```

Adding Images

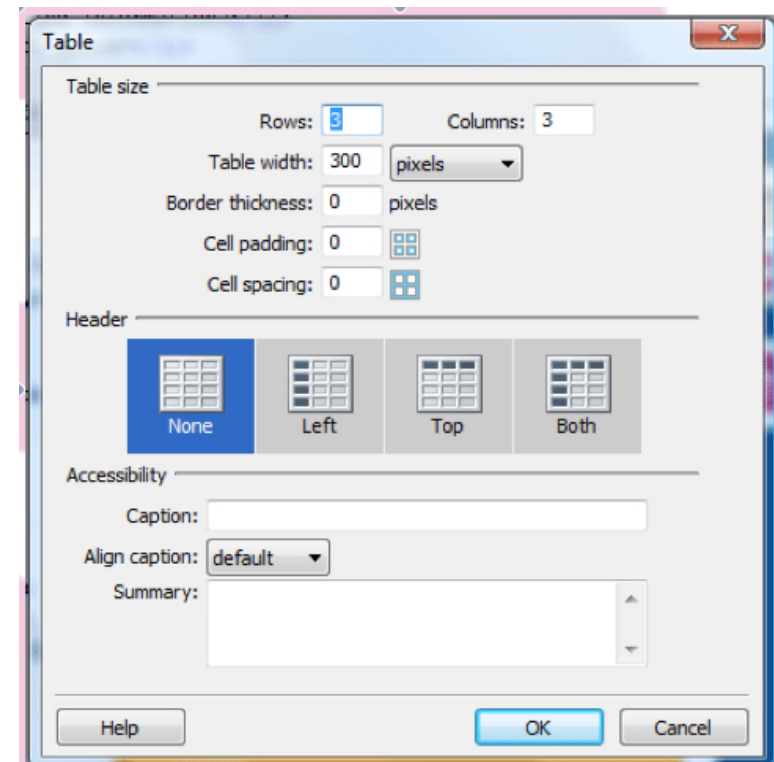
- save files at 72dpi
- save as jpg or gif
 - Lots of colors, JPEG... Solid colors or no gradations, GIF
- horizontal and vertical spacing
- resizing



Simple tables

- Insert a table
- `<tr></tr>` `<td></td>`
- Table style attributes

What is accessibility?



Go live!

- Get and put from the files window
- Check your changes in the browser
- Don't forget to refresh the browser window
- What is cross-browser compatibility?

