

Introduction to Web Sites and HTML



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Objectives

- Enable Members to Put up Mini-sites
 - At: `<http://www.laacn.org/firms/pick_a_name/>`
 - Top file in your directory is: index.htm
- Explain Site Structure
- Explain Page Structure
- Provide Details on HTML

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Web Provides a Low-cost Referral Mechanism

- On-line Searchable LAACN Directory
 - Being advertised
 - Provides easy fast mechanism for clients to look for consultants
- Link to Member's "Billboard on the Net"
 - Client can navigate from directory to more detailed business information about member
 - On-line brochures
 - Résumés and CVs
 - Expert witness information
 - Software samples
 - etc.

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Web Documents Have Structure

- Whole web presentation has hypertext structure
 - Links tie the pages together
 - Author must structure the navigation scheme
- Individual pages have standard document structure
 - Headings
 - Paragraphs
 - Lists (numbered and bulleted)
 - Tables
 - Figures (graphics)
 - etc.

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Web Site Organization Example

- See next page for example

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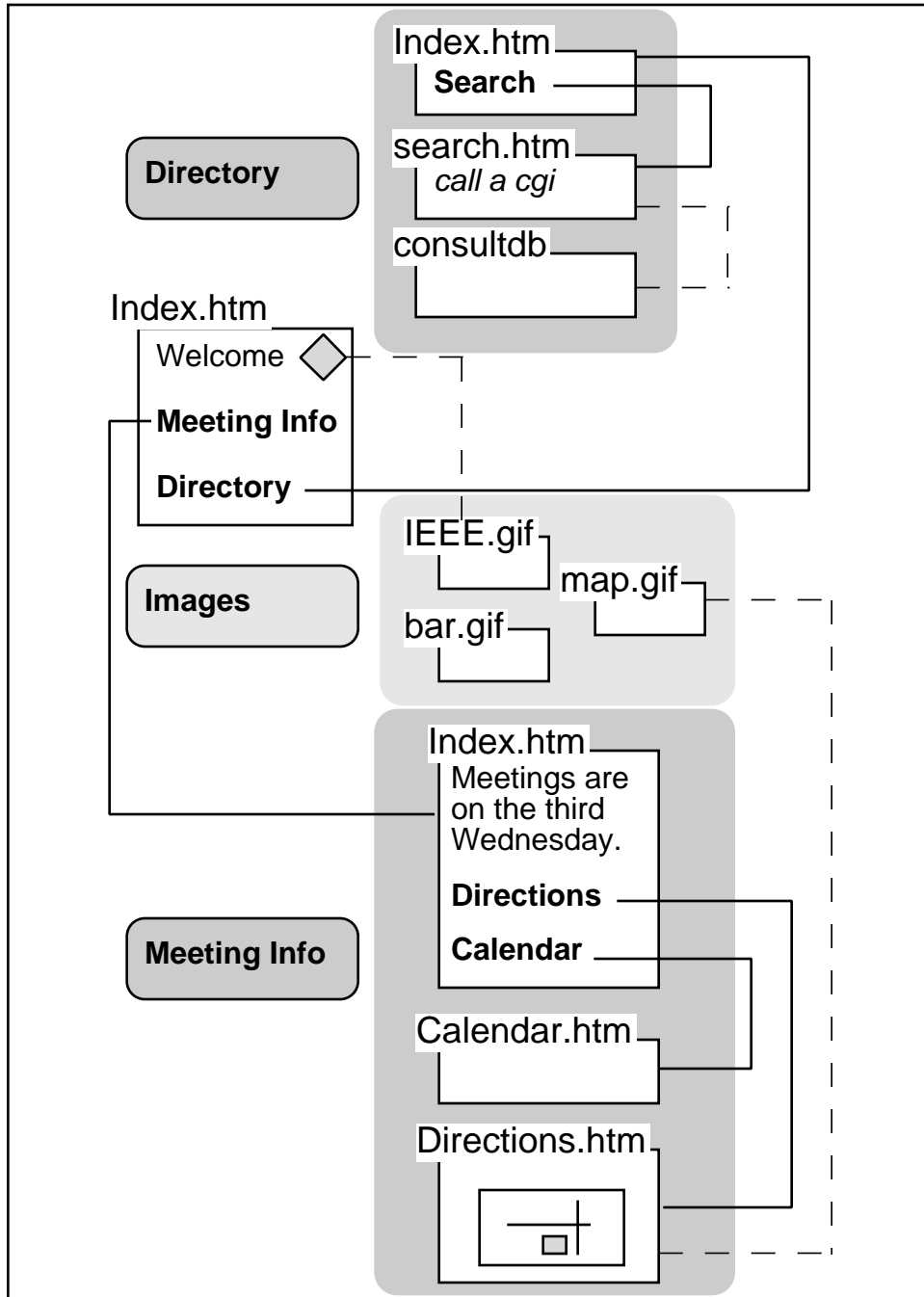
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File Naming Tips

- Use lower case (simplicity and consistency)
- No spaces in names
- Use underscores to divide words in name (my_cv.html)
- Use short meaningful names
 - Like: icon_go_home.gif
 - Not: igb.gif or icon_return_to_home_page_top.gif
- Use clear readable naming schemes
 - Note: laacn.org site uses DOS 8.3 naming convention
 - Lowest common denominator
- If you place all files in one directory, use prefixes to group files
 - e.g. icon_top.gif, icon_bot.gif, etc.

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Tips for Effective Web Site Creation

- Plan out site first
 - Plan and structure content
 - Flow chart navigational links
- Use default page as directory for rest of site
- Perfect page size = Two 640x480 screen fulls
- Avoid having multitudes of levels of small pages
 - Try to have all info two clicks from default page
 - Kill pages that only point to deeper pages
- Consider breaking up pages longer than 3 screens
- All pages should have a link back to the top (home)
- For long pages use in-page navigation links and TOC

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More Tips for Effective Web Site Creation

- Avoid superfluous graphics
 - Select graphics only as they provide usefull information
 - Use fast loading graphics (small file size)
- Be conservative
 - Only add features that help communicate the business message you wish to send
- Encourage communication
 - email links
- Provide for easy navigation of your site
 - Writer must provide structure that helps reader find his way

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Even More Tips for Effective Web Site Creation

- Be consise
 - Reader is captured in the first 20 seconds
 - Bullets are better than paragraphs
 - One picture can be worth a thousand textual bytes
- Don't branch in the middle of a paragraph
 - Who would write a paragraph, the end of which no reader is ever expected to reach?
 - Use links as footnotes
 - Put navigation links below the paragraph
- Use words the search engines are looking for
- Never entitle a hot link "click here"

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